# BROADCASTING
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# Demand for Delay in Net Rules Growing

## Craven, Ethridge Criticize FCC Lust For Power; Hearings Continue

AFTER a two-week siege before the Senate Interstate Commerce Committee on the White Resolution to thrwart the FCC's chain monopoly regulations, uncertainty still existed as to the outcome, but indications are that increasing sentiment is developing against "hasty action" by the Commission.

Tending to balance the testimony of FCC Chairman Fly and of officials of MBS favoring enforcement of the rules as drafted, was the appearance of Commissioner T. A. M. Craven last Thursday and Friday, and Mark Ethridge, former NAB president and industry leader, Friday afternoon. They ascribed to the FCC majority a lust for power that eventually would seriously undermine the existing commercial broadcast structure.

**May Call Other Members**

The hearings are expected to run at least another week, and there is the possibility that all other members of the Commission will be called for individual expressions.

With the case of the "prosecution" largely presented through Chairman Fly and MBS, the committee has yet to hear representatives of NBC, CBS, IRNA, NAB and a half-dozen public service, religious and other groups which have requested time. Every effort will be made, it was indicated by Chairman Wheeler (D-Mont.), to speed up the proceedings.

It is still uncertain whether the committee will come to an actual vote on the White Resolution. Several committee members took kindly to the suggestion that, instead of acting on a resolution such as the White proposal to block enforcement of the FCC regulations, the committee request the FCC voluntarily to hold the rules in abeyance pending consideration of an entirely new statute. On the other hand, there was still talk of a "compromise" agreement, which might be worked out through Senator Wheeler, Senator White and other members of the committee, with the FCC and industry representatives sitting in.

Few observers were able to glean any sentiment on the committee in favor of continued operation of two networks by NBC. Even Commissioner Craven, who strongly opposed the majority regulations, felt there should be "stern competition" among four networks, though he questioned how NBC could dispose of the Blue under the regulations as now written.

**Love and Thunder**

There was still no clear-cut indication how the Administration stood on the White Resolution, though there were unconfirmed reports about the committee that word had seeped from the White House that it was disposed to favor Chairman Fly's position as expressed to the committee.

**Complete running story on last week's hearings before the Senate Interstate Commerce Committee on the White Resolution will be found on Page 22.**

That, in essence, was that the regulations were not nearly as drastic as the industry appeared to believe, and that the Commission was ready and willing to discuss with the industry alternative means of eliminating purported monopoly and of removing other restraints upon the industry.

Chairman Fly also had stated that the Commission was prepared to postpone the Aug. 2 effective date upon proper petition from any industry quarter.

Many extraneous matters were pulled into last week's session by members of the committee, with much ado over equalization of time for pro and con speakers on the war situation, on allegedly biased commentators on the networks and on "blood and thunder" and love drama programs—the latter developing as the week's hearings wound up Friday afternoon.

**Tobey 'Disappointed'**

Mr. Ethridge, after tearing apart testimony of Chairman Fly on the effect of the rules, was subjected to a lacing at the hands of Senator Tobey (R-N. H.) because of his reluctance to explain allegations he had made during the NAB convention in St. Louis regarding purported politics in FCC actions.

He described the cases, upon insistance of Senator Tobey, as involving the Jesse Jones grant in Houston, the granting of fulltime to WHDH in Boston, breaking down the KOA clear channel, and the "Winston-Salem case" wherein an FM station was granted Gordon Gray, wealthy tobacco heir, newspaper publisher and broadcaster, in the face of the newspaper-divorcement inquiry.

In a loud voice, Senator Tobey said he was "disappointed" in Mr. Ethridge's refusal to back up his charges of politics, and declared he thought he "deserved a rebuke" for failing to get down to brass tacks and to "come through clean".

Mr. Ethridge suggested that if the committee wanted to do something about these matters, it should adopt the White Resolution and ferret out the facts as a part of the all-inclusive investigation.

Efforts to goad the FCC into action against the AT&T on long-line rate charges were made by several members of the committee interested in having affiliates in remote or rural areas aligned with the networks. Reciting that their constituents had complained about exhorbitant costs, they insisted the Commission should work with AT&T and the networks in bringing about a more equitable situation which would permit small stations generally to get network service.

**Current Schedule**

The schedule for this week tentatively provides for William S. Paley, CBS president, to testify as the first witness on Monday. Former Judge John J. Burns, CBS general counsel, will flank him, to answer questions on legal aspects and on jurisdiction. The next wit-

# ASCAP Suit Seeks Damages From NAB, BMI, NBC, CBS

THE ASCAP board of directors has authorized Schwartz & Frohlich, general counsel for the Society, to prepare papers for a suit against the NAB, BMI, NBC, CBS and "all others who appear to be engaged in the combination against ASCAP." Suit will be filled under the Sherman anti-trust law, it was stated, charging the broadcasters' association, the industry music publishing and licensing organization and the networks with entering a conspiracy to boycott ASCAP music from the air and to put the Society out of business.

**Treble Damages**

While no details of the action were immediately forthcoming, it is understood that treble damages will be asked for all losses sustained by ASCAP as a result of this alleged conspiracy. It is estimated that the absence of ASCAP music from the air since the first of the year has curtailed the Society's income by approximately $15,000 a day.

Action was taken at the board meeting last Thursday, when the board expressed the opinion that its negotiations with NBC and CBS "were getting nowhere" and that the Society's negotiations were being given an "attractive runaround". Therefore, it was stated, the board concluded that since the broadcasters were endeavoring to destroy ASCAP, the Society "must fight with the only weapon it has, the courts".

The move came as a surprise, since negotiations between ASCAP and CBS and NBC had been reported as progressing amicably and while little progress had been made with CBS, the conversations with NBC had reached a point where a contract might be expected within a short time. No official notice of a break-down in negotiations was given NBC or CBS prior to the board's decision to take legal action. It had been rumored for some time, however, that a strong faction of ASCAP publishers had been urging that legal steps be taken to break up the alleged boycott of ASCAP music by NBC and CBS. This agitation is reported to have increased following the completion of the ASCAP-MBS contract.

ness will be Niles Trammell, NBC president, and John T. Cahill, former district attorney of New York, head NBC counsel.

Others expected to appear, in order, are Samuel R. Rosenbaum, president of WFIL, Philadelphia, and chairman of IRNA; Paul W. Morency, general manager of WTIC, Hartford, and vice-chairman of IRNA; John J. Gillin Jr., general manager of WOW, Omaha; NAB President Neville Miller, and representatives of a number of organizations who have asked for time to appear in opposition to the regulations. Mr. Fly has also asked for an opportunity to appear in rebuttal.

While no definite decision has been reached, committee members indicated they would like to hear other members of the Commission. Commissioner Craven had suggested views of these other members be procured, having testified he thought several of the majority members did not realize the impact of the restrictive regulations upon service rendered the public.

### Hearings to Continue

Chairman Wheeler said he expected the hearings to continue during the entire week, though he probably would not be present after Wednesday. It is presumed the gavel will then be turned over to Senator White (R-Me.), author of the resolution.

MBS, through Alfred J. McCosker, chairman of the board, Fred Weber, general manager, and Louis G. Caldwell, counsel, supported during last week's hearings all of the views expressed by Chairman Fly. They urged the committee to reject the White Resolution and to permit the regulations to become effective as scheduled. They disputed the predictions of chaos, confusion, anarchy and destruction advanced by the other networks, and charged them to misunderstanding of the intent of the rules.

### Craven Testifies

Mr. McCosker vehemently refuted charges that MBS had inspired the FCC investigation and that it hoped to "grab something out of the wreckage". He predicted the results of the regulations would prove a boon to the industry. And as a parting shot, he attacked Neville Miller, NAB president, declaring he was not in position to speak for "all elements" of the industry.

Commissioner Craven loosed a strafing attack upon the FCC majority in his five hours of testimony. He held it has "usurped" power not conferred upon it under the law, and that the regulations were "destructive" rather than "constructive" and would impair the public service of radio. Business will gravitate to the larger stations in the important markets, he testified, and the "rich will get richer and the poor poorer". He called upon Congress to define clearly to the Commission the limit of its powers.

The second week of the White Resolution hearings wound up Friday with the impromptu appearances by the executives of the three networks—CBS President William S. Paley; NBC President Niles Trammell, and MBS Board Chairman Alfred J. McCosker.

**TEAM TESTIMONY** on behalf of MBS, horizontally supporting the FCC chain-monopoly regulations, was offered by Louis G. Caldwell, MBS general counsel (left), and Fred Weber, general manager. In their joint appearance June 10-12, Mr. Caldwell took the legal questions and Mr. Weber those relating to operations.

A series of bombastic questions from Senator Tobey on handling of news commentators, notably MBS-Fulton Lewis, resulted in brief statements by the three executives having to do with program and news balance.

Prior to adjournment over the weekend the committee heard Commissioner T. A. M. Craven lambast the chain monopoly rules adopted by the FCC majority. Mark Ethridge, former NAB president, and vice-president and general manager of the *Louisville Courier Journal* and *Times* which operate WHAS, were the week's final witnesses.

In characteristic style, Mr. Ethridge sharply condemned the FCC's action and renewed the feud with FCC Chairman Fly which had erupted during the NAB convention in St. Louis last month.

Continuing his prepared testimony at the Friday afternoon session, Commissioner Craven enumerated his views on the eight rules and took a position strongly opposed to that of the majority. He branded the exclusivity rule as one that was not generally desirable though it might be advantageous in certain cases.

### Views on Time Options

The territorial exclusivity rule providing that any station have access to any network program he branded as unfair and one that would tend to destroy public service of stations. The rule to limit contracts to one year would add to the confusion and unstabilize an industry in dire need of stability, he said.

The time option ban, according to Mr. Craven, would hamper broadcasting development and seriously undermine network operation. He thought extensive time options were wrong but that unless there are certain time guarantees, successful chain broadcasting would be destroyed.

Networks must be able to "deliver the goods," he said. He disputed the majority view that transcriptions would solve this situation.

Before Commissioner Craven could continue his analysis, Senator Tobey sharply criticized network practices in connection with commentators. He cited Fulton Lewis jr., who is not scheduled on WOR, and said listeners were deprived of hearing him on a competitive New York station because of the exclusive contract situation.

Mr. McCosker said Mr. Lewis might return at any time to WOR. In its effort to maintain a news balance he said the station was forced to drop the regular network broadcast temporarily. He called Mr. Lewis a "middle of the road" commentator, neither pro-isolationist nor pro-war.

There ensued a general discussion of balance on war commentaries, with Senator Wheeler as well as Senator Tobey participating. Senator Tobey said Congress was "going to kill a damned rotten policy."

### Denies Pressure

Senator Wheeler asked Mr. McCosker if he knew of any complaints from the Administration because of Fulton Lewis. Mr. McCosker said he knew of none and had never received any pressure from any Administration in 16 years of WOR management.

When Senator Tobey asked for an expression from the other networks, Mr. Paley said the whole question of network regulations was one of serious concern. He said he had a story to present and that he proposed to cover the entire problem when he appears as a witness.

Responding to Senator Tobey he declared that CBS tries to balance its program service.

For NBC, President Trammell declared that he likewise had a comprehensive case and on the commentary feature, NBC seeks to maintain a neutral position.

Senator Tobey suggested that perhaps the FCC should have professional listeners to see that proper balance is maintained on controversial issues.

Chairman Wheeler said he understood the FCC now has a "psychologist on its staff." Mr. Craven said he understood the new defense monitoring operation included a psychologist.

Returning to his analysis of the rules, Mr. Craven said he agreed that as a general proposition no chain should own more than one station in the same city. Under the rules, he said, Washington, an important center, would have no network-owned station.

He advocated segregation of the Red and the Blue but declared that under the rules NBC has little to sell. He said he knew of no responsible buyers for the Blue despite statements of previous witnesses.

### Realistic Approach

On the jurisdictional phase, Comdr. Craven said a realistic approach was necessary. He doubted whether the courts would go into the reasonableness of the FCC's rules and believed they would not sustain the FCC majority findings. He cited the stay order quandary, however, and mentioned the action of the FCC Thursday denying a stay in the KOA-WHDH case (see page 35).

Asked by Senator Stewart (D-Tenn.) about the newspaper divorcement issue, Comdr. Craven said he voted against the inquiry and believed the FCC had exceeded its power. He said that on the whole newspaper operation of stations has been excellent. The policy, he felt, should be fixed by Congress.

Senator Tobey reopened the WMCA case. He got little solace from Mr. Craven, who pointed out he had voted for a hearing in the case and had not been approached on it "politically". He said he knew nothing of "telephone calls from the White House" although he had heard many rumors. He also declared he was not familiar with purported coercion used upon Donald Flamm, former WMCA owner, by William J. Dempsey and William C. Koplovitz, former FCC general and assistant general counsel, who were attorneys for Edward J. Noble, purchaser of the station last December.

Senator Tobey got negative replies on his inquiries whether Thomas G. Corcoran, former New Deal attorney, had received a "substantial fee" in the case and whether Corcoran maintained his offices in the Dempsey-Koplovitz suite. Comdr. Craven said he did not know that Flamm paid a Federal tax of only $961 on a net income of $96,081 a year ago.

Comdr. Craven agreed that "very quick" action was taken on the WMCA transfer but said he knew none of the facts. Senator Tobey observed it was "almost as quick as that Governor Cox deal".

When Senator Tobey asked about the desirability of a franchise tax

on stations, Commissioner Craven said he did not approve such a levy but thought Congress should ascertain rights would not be given the licensees if such a tax were invoked.

Commissioner Craven closed his two-day appearance with the statement that he had never been asked to change his views on policy matters or individual cases by any member of Congress. He said he thought members of Congress were entitled to any information they desired from the Commission.

### Industry Ready

Mr. Ethridge, final witness of the week, said an anomalous situation is created when an industry comes to Congress and asks that it be investigated. Radio is perfectly willing to take its chances with Congress, he declared; and thinks it is entitled to a new law in the interest of itself as well as the public.

Continuing the dispute that erupted at the St. Louis NAB convention, when Chairman Fly called the industry a "dead mackerel" and stormed out of the sessions in indignation, Mr. Ethridge said the chairman "already has undertaken to write the opinion of the Supreme Court" on the legality of the regulations. He referred to repeated statements by Mr. Fly to the committee that he was confident the regulations would be upheld in the courts.

As precedent for the White Resolution to ask the FCC to postpone the effective date of its regulations, pending an expression from Congress, Mr. Ethridge recalled that Chairman Wheeler several years ago introduced and had obtained passage of a resolution expressing it as the sense of the Senate that no station should be given power of greater than 50,000 watts, as a means of disapproving so-called superpower. He said this, too, was a "major matter of public policy" and that Congress should step in.

Attacking Chairman Fly's testimony as in conflict with the views of the President, who in 1939 expressed dissatisfaction with the FCC and advocated a clear Congressional policy, Mr. Ethridge read into the record the text of that letter, sent to Chairman Wheeler.

"We are not improperly or whimsically before this committee", he said, declaring that many broadcasters feel that the FCC had reached its verdict before the indictment was drawn.

Mr. Ethridge advocated reorganization of the Commission as a three-man body, with "three Joe Eastmans on it". He referred to the ICC member.

After a debate with Senator Wheeler on the shortcomings of existing regulatory practices, Mr. Ethridge said he would like to see a judicial Commission beyond the reach of politics.

Among other things, he said the law should incorporate proper appellate provisions, SEC examination of financial responsibility, strengthening of the section on equal time for controversial issues, fairer allocation of time for public service programs, more self-regulation by the industry and a more enlightened approach to public discussion, with the World Series perhaps as a sustaining rather than a commercial venture (observing that the committee had been the victim of a "lot of hooey" about World Series). He also urged an absolute right of appeal from FCC decisions, instead of the "sort of shell game" now being experienced. Mr. Ethridge said he was convinced the present right of appeal is a "fiction".

He told the committee that under rules as now written WHAS could get a corner on the best programs by virtue of being the only clear-channel 50,000-watt outlet in Louisville. He said every big station could "gut the little stations if we wanted to raid the best programs".

### 'Sharp Practices'

Mr. Ethridge charged the FCC with administrative "sharp practices". He said he felt Chairman Fly had an "unconcealed contempt" for the industry and had become its self-appointed "prosecutor".

A wholly realistic view of the rules, based on the testimony offered, he said, is that the Commission proposes to shuffle the nation's broadcast facilities on an experimental basis and if they do not work, to shuffle them again. He said that Chairman Fly was a man trained in "restraint of trade law" by virtue of his background as a Department of Justice attorney and as general counsel of TVA. The same yardstick, he said, cannot be applied to broadcasting.

"If there is any undue power in radio," Mr. Ethridge said, "I want to see it distributed among 800 stations and not seven men."

## Gillespie Heads KOMA

WILLIAM C. GILLESPIE, vice-president and general manager of KTUL, Tulsa, has taken on the additional duties of managing director of KOMA, Oklahoma City, succeeding Neal Barrett, resigned. Both stations are controlled by the J. T. Griffin interests. Mr. Gillespie established KTUL in 1934 and KOMA was purchased from Hearst Radio in 1939. No other changes have been made in the executive personnel of KTUL or KOMA. Jack Howell, KOMA commercial manager, will continue in that capacity and will also act as Mr. Gillespie's assistant.

Mr. Gillespie

## Kem Test

KEM LABS., New York, is testing one participation a week on Adelaide Hawley's *Woman's Page of the Air* on WABC, New York for Kem, a liquid plant food. Neff-Rogow, New York, is agency.

# Petrillo Hits Justice Dept., Calls Thurman Arnold Menace

### Means of Increasing Employment of Musicians By Attacking Recording Problem Discussed

LEVELING his guns at Justice Department moves toward anti-trust prosecution of his organization, James C. Petrillo, president of the American Federation of Musicians, opening the AFM convention in Seattle last Monday, trumpeted his defiance at Thurman W. Arnold, Assistant Attorney General in charge of the Anti-trust Division. He labeled Mr. Arnold a "menace" and declared he was "maliciously opposed" to AFM.

Among the controversial issues of the convention, which was tentatively scheduled for adjournment last Saturday, was a proposal to forbid union members making phonograph records. No action had been taken by the membership on the proposal as BROADCASTING went to press.

### Petrillo Blasts Arnold

Reelected last Friday for a second one-year term as AFM president, Mr. Petrillo hailed the victory as proof that the union supported his "aggressive policies". Petrillo, also president of AFM's Chicago local, is claimed to be the highest paid labor leader in the world.

Mr. Petrillo stabbed viciously in his opening speech at Mr. Arnold, calling him "a menace, maliciously opposed to our honorable organization". He also took verbal jabs at Lawrence Tibbett, president of the American Guild of Musical Artists, and Jascha Heifetz, well-known concert violinist in the forefront of the AGMA-AFM squabbles.

Speaking of Assistant Attorney General Arnold as "a man who holds a high position in Washington, who has not only tried to blacken one of our eyes, but both of them", Petrillo harked back to the time in 1940 when he, as AFM president, ordered bands off the air so that union music could not be supplied through the networks to stations where local strikes were in progress. The networks were disposed to bring pressure on the local stations to settle the strike until Mr. Arnold entered the picture, he charged.

"He got them (network executives and broadcasters) into a room at Washington and he told them—'I'll tell every man in this room that if you sign an agreement with AFM, I'll indict every one of you and see you get a year in jail. And I'll see the officers of AFM get five years in jail'," Petrillo declared.

### AGMA Problem

Continuing, he commented that the Justice Department was not heard from later during strikes at stations in Scranton and Akron, although "we pulled out dozens of bands". However, when Mr. Tibbett, as AGMA president, called on Mr. Arnold subsequently, protesting Petrillo's efforts to force concert artists to join AFM, Mr. Arnold threatened him, Petrillo said.

Discussing various suits brought in Federal court in the AGMA-AFM matter, he commented, "In 99% of the times, we slapped this fellow down. I hope when the day comes when I am what he called me—a dictator—you'll throw me out in the alley because that's where I'll belong."

The "canned music" situation drew special attention at the convention. Ben Selvin, former orchestra leader who was engaged by AFM to survey the effect of mechanized music on musicians' jobs, told the convention that recorded music has swerved from an original good purpose to a "bad end," from the viewpoint of the musician.

He reported the AFM survey showed that of the average of seven hours of music broadcast daily by American broadcast stations, only 58 minutes represented live music played in the studio. Records are played 2:04 hours, transcriptions 3:43 hours and remote control programs 15 minutes, he stated.

"There are about 5,000 bands in the country today, and many of them have been 'made' by juke-boxes and records, so that these bands have risen to spectacular successes, and caused many young musicians to reach for the stars again," Mr. Selvin said. "But while they have helped some, they do no good for the unemployed musician who sits at home Saturday nights while his friends are out dancing to recorded music."

### Termed Unjust

The far-reaching rule to prohibit union musicians from making phonograph records was proposed last Tuesday, following Mr. Selvin's report. Advocates of the ban on record-making argued that it was unjust for a few musicians to get big money for making them and thereby deprive fellow union members of a means of livelihood when the records are played on the radio and in juke boxes.

Pointing out that foreign record originations are cut off by the war situation, they held that the time was ripe to act against American-made "canned music". As an alternative to the ban, it also was proposed that America's 400,000 juke boxes pay into the AFM treasury a percentage of receipts to help support unemployed musicians.



XUM

# ASCAP and IRNA Consider General Terms of Contracts

## Negotiating Groups Hold Preliminary Session; Feasible Basis for Net Renewal Discussed

WHAT HAD been heralded in ASCAP circles as an important meeting which might result in tacit agreement for return of ASCAP music to NBC and CBS affiliated stations, held in Washington last Wednesday, turned out to be only a preliminary huddle between committees representing ASCAP and IRNA.

Advance reports from ASCAP were that a preliminary agreement had been reached with NBC on return of the ASCAP repertoire, based on the blanket formula accepted by MBS.

It also had been reported that CBS was making real progress in its negotiations with ASCAP, but that neither network was disposed to make a conclusive deal until affiliated stations indicated their approval since they would be called upon to bear a portion of the sustaining fee costs, even though provision would be made for clearance at the source by the networks.

### General Discussion

It developed at the meeting, held at NAB headquarters, that the IRNA committee, headed by Chairman Samuel R. Rosenbaum, was not a negotiating committee but was meeting for a general discussion upon suggestion of ASCAP. The ASCAP committee comprised E. Claude Mills, chairman of its administrative committee; John G. Paine, general manager, and John O'Connor, publisher member of the ASCAP board and manager of the Fred Waring organization.

The ASCAP spokesmen discussed the proposals made to the networks and explained fully the terms available for affiliated stations. The IRNA committee made it clear that the matter would have to be submitted to the IRNA board and the affiliate membership. Official copies of MBS contracts were to be made available to the IRNA membership, after which another meeting presumably would be held with the ASCAP committee.

While no formal statements were forthcoming either from NBC or CBS, executives of the networks, in Washington for the White Resolution hearings, disclaimed any conclusive arrangements with ASCAP. On behalf of NBC it was stated that a feasible basis, economically, had been arrived at in negotiations with ASCAP, but that at this stage no final arrangements were likely in the light of the monopoly hearings and the undetermined state of NBC's future operation.

No statement was made on behalf of CBS, other than that conversations were going forward and that alternative propositions had been proffered. One of these is the MBS arrangement on a blanket basis, and the other, it is understood, a temporary deal, probably for one or two years, under which the "floor and ceiling" guarantees on payments would be eliminated on a per-piece basis.

In New York, Mr. Paine told BROADCASTING that the meeting with the IRNA executive committee had cleared up some of the complications in the contracts with NBC and CBS for the return of ASCAP music over their networks. "These networks have said," Mr. Paine stated, "that they would like to work out a better deal for their affiliates than that secured by the stations affiliated with Mutual. Our conversation with the IRNA committee gave us the chance to get at first hand the definite opinion of these affiliates that they are not interested in the network ASCAP licenses and that they don't expect the networks to be interested in the ASCAP licenses of the stations."

It was made clear to the IRNA committee, Mr. Paine said, that the only terms ASCAP will offer NBC and CBS affiliates are those already given to MBS stations [BROADCASTING, May 5]. Station contracts were almost ready and would probably be mailed out to all MBS affiliates by the weekend, he said, adding that ASCAP was also making copies available for distribution to other stations.

### Reduction Discussed

Commenting on the report that ASCAP had made a reduction in the sustaining fees for stations with annual incomes between $50,000 and $150,000, Mr. Paine said that a reduction had been proposed but that it had not been accepted by ASCAP and that the station contracts would go out in their present form. If ASCAP should approve such reduction, he said, it would then be given to all stations in this class, regardless of whether they signed ASCAP contracts prior to the change.

In a formal announcement following the meeting, Mr. Rosenbaum said ASCAP explained fully the present status of its deal as consummated with Mutual and as modified in the offer to other networks and the present status of the ASCAP deal to be submitted to affiliates.

### Those Present

Present at the meeting on behalf of IRNA were Chairman Rosenbaum; Paul W. Morency, WTIC, Hartford, vice-chairman; Edwin W. Craig, WSM, Nashville; L. B. Wilson, WCKY, Cincinnati; John Kennedy, West Virginia Network; C. W. Myers, KOIN-KALE, Portland, Ore.; James D. Shouse, WLW-WSAI, Cincinnati; Gene O'Fallon, KFEL, Denver, and Art Mosby, Missoula, Mont.

ASCAP NEGOTIATORS for return of its music to the air were in Washington last week to confer with IRNA representatives in a preliminary conference. The officials (l to r), E. Claude Mills, chairman of the Administration Committee; John G. Paine, general manager, and John O'Connor, director, also took in a couple of days of the White Resolution hearings in the Senate.

## N. J. Defers Bill

NEW JERSEY Anti-ASCAP measure, the Herbert Assembly Bill No. 54, was relegated to the Miscellaneous Business Committee for the session after the steering committee of the House ruled against the measure. Considered to have no chance of enactment, the measure seeks to impose a New Jersey gross receipts tax of 5% on licensing or selling performing rights of copyright compositions, particularly song words and music, and is aimed primarily at ASCAP. A similar measure was voted down last year.

## More P & G Renewals

PROCTER & GAMBLE Co., Cincinnati, which is renewing eight of its NBC-Red serials on July 1, has added three more Red programs to the list, all on a 52-week basis, Monday through Friday, and handled by Blackett-Sample-Hummert, Chicago. Programs are: *Road of Life* (Oxydol), 13 stations, 10:45-11 a.m.; *Lone Journey* (Dreft), 31 stations, 11:30-11:45 a.m., and *Ma Perkins* (Oxydol), 71 stations, 3:15-3:30 p.m.

# Revised Contracts Of BMI Approved

## New Forms Comply with Terms Of Decree; Rates Are Cut

FINAL approval of the new contract forms for catalogs of Broadcast Music Inc., was voted at a meeting of the BMI board of directors in Washington last Tuesday. They incorporated the 33⅓% reduction in rates to which BMI committed itself at the NAB convention in St. Louis May 12-15 [BROADCASTING, May 19].

The license forms which are designed to conform with the requirements of the Department of Justice consent decree entered into with BMI earlier this year, cover both a blanket contract and a per program basis. With the one-third reduction in payments paid under the 1939 contract, effective for the current year, BMI estimates it will receive approximately $1,300,000 as against $1,800,000 for 1940. This will mean that the rates will start at 1% and will range up to 1⅔%.

### Disc Clearance

The BMI board also approved a contract permitting optional clearance at the source for electrical transcriptions. BMI announced that holders of blanket contracts may ratify them and obtain the ⅓ reduction in present license charges which will bring the present scale of payment down from a maximum of 2½% to a maximum of 1⅔%, and the minimum from 1½% to 1%. Per-program rates run from 3½% to approximately 5½% for commercial programs using BMI music, and from ½% to 1% for sustaining programs, the latter charge being figured on card rates applicable at the time of broadcast.

Directors approved several plans for development and expansion of BMI's activity subject to the discretion of the management.

Following the meeting, it was stated that the form of contract would be drafted and submitted to BMI stations within a few days. Present were NAB-BMI president Neville Miller, John Shepard 3d, Yankee Network; Walter J. Damm, WTMJ, Milwaukee; Paul W. Morency, WTIC, Hartford; Edward Klauber, executive vice-president, CBS; Niles Trammell, president, NBC, and John Elmer, WCBM, Baltimore, all BMI board members, and Sydney M. Kaye, BMI vice-president and general counsel; M. E. Tompkins, vice-president and general manager, and Carl Haverlin, station relations director.

The board accepted the resignation of T. C. Streibert, vice-president of WOR and MBS, because of the withdrawal of WOR from NAB membership. It was reported the resignation was premised on BMI's close association with the NAB. The board accepted the resignation with regret and President Miller praised Mr. Streibert's contribution to BMI's development.

# POWER

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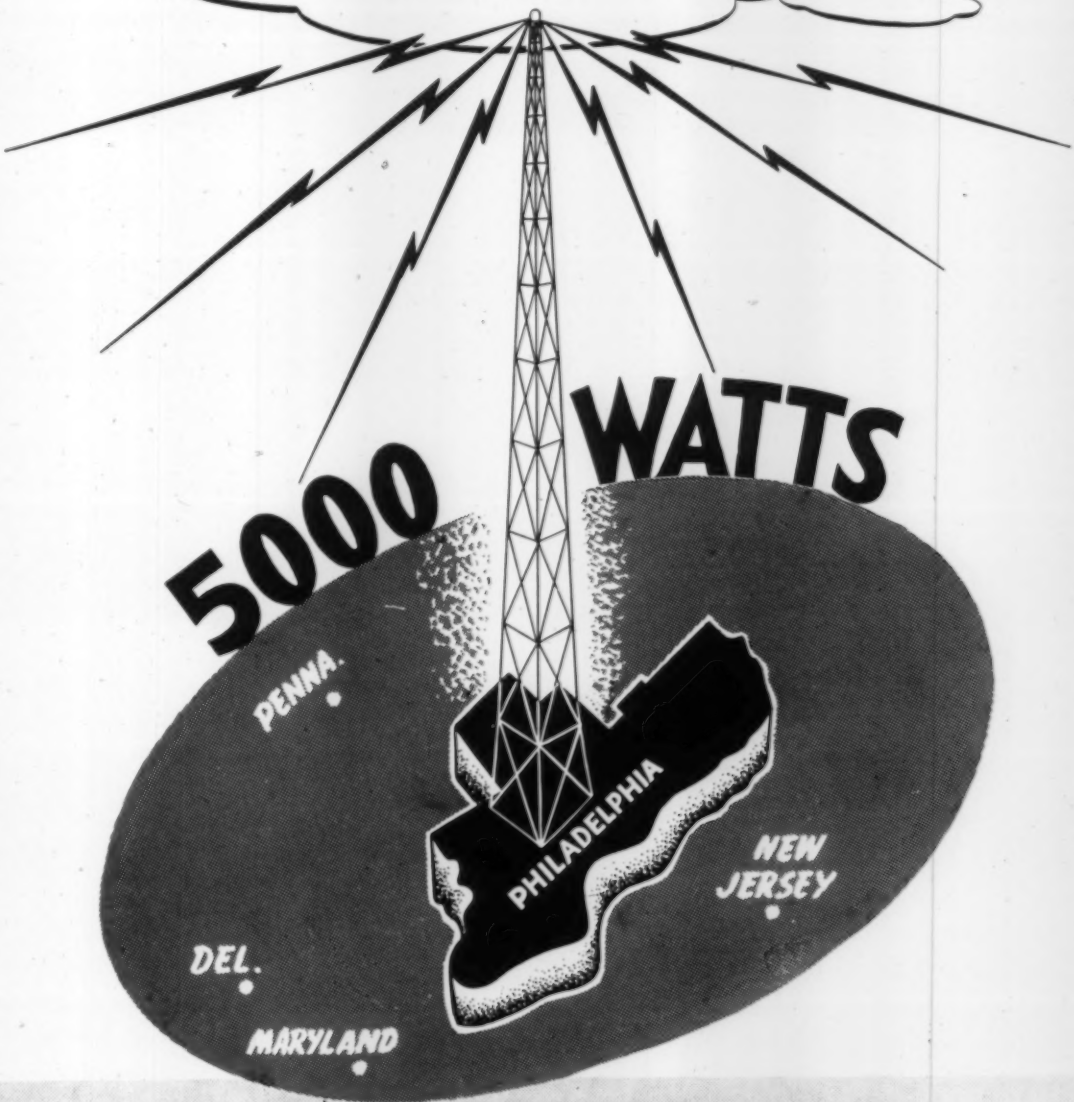



# WPEN

# Employment and Payroll Data of U. S. Broadcast Industry

(FCC Analysis for Typical Week, Beginning October 13, 1940)

| Item | 765 STATIONS: Fulltime: Compensated: Number | Compensation | Average | Not Compensated Number | Part-time: Compensated: Number | Compensation | Average | Not Compensated Number | 3 MAJOR NETWORKS: Fulltime: Compensated: Number | Compensation | Average | Part-time: Compensated: Number | Compensation | Average |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| (1) | (2) | (3) | (4) | (5) | (6) | (7) | (8) | (9) | (10) | (11) | (12) | (13) | (14) | (15) |
| Executives: | | | | | | | | | | | | | | |
| General managerial | 805 | $95,790 | $118 99 | 41 | 121 | $9,532 | $78.78 | 35 | 29 | $11,624 | $400 83 | ..... | ..... | ..... |
| Technical | 486 | 26,947 | 55 45 | 1 | 15 | 216 | 14 40 | 2 | 15 | 2,544 | 169 60 | ..... | ..... | ..... |
| Program | 401 | 22,777 | 56 80 | 1 | 8 | 198 | 24 75 | 2 | 21 | 4,287 | 204 14 | ..... | ..... | ..... |
| Commercial | 328 | 29,163 | 88 91 | 1 | 7 | 271 | 38 71 | 1 | 26 | 6,379 | 245 35 | ..... | ..... | ..... |
| Publicity | 82 | 4,918 | 59 98 | .... | 6 | 92 | 15 33 | 2 | 11 | 1,343 | 122 09 | 1 | $27 | $27 00 |
| Miscellaneous | 95 | 6,475 | 68 16 | 4 | 32 | 2,011 | 62 84 | 7 | 7 | 1,256 | 179 43 | ..... | ..... | ..... |
| **Total, executives** | **2,197** | **186,070** | **84 69** | **48** | **189** | **12,320** | **65 19** | **49** | **109** | **27,433** | **251 68** | **1** | **27** | **27 00** |
| Employes (other than executive): | | | | | | | | | | | | | | |
| Technical: | | | | | | | | | | | | | | |
| Research and development | 120 | 6,222 | 51 85 | .... | 4 | 62 | 15 50 | .... | 69 | 4,771 | 69 14 | ..... | ..... | ..... |
| Operating | 3,469 | 140,460 | 40 49 | 1 | 86 | 866 | 10 07 | 14 | 562 | 34,871 | 62 05 | ..... | ..... | ..... |
| Miscellaneous | 154 | 4,875 | 31 66 | .... | 30 | 224 | 7 47 | .... | 44 | 1,231 | 27 98 | ..... | ..... | ..... |
| Program: | | | | | | | | | | | | | | |
| Production | 573 | 23,513 | 41 03 | .... | 25 | 244 | 9 76 | 1 | 366 | 22,896 | 62 56 | ..... | ..... | ..... |
| Writers | 637 | 20,655 | 32 43 | .... | 28 | 1,103 | 39 39 | 4 | 77 | 4,465 | 57 99 | ..... | ..... | ..... |
| Announcers | 2,596 | 89,904 | 34 63 | 2 | 140 | 1,715 | 12 25 | 15 | 122 | 7,547 | 61 86 | ..... | ..... | ..... |
| Staff musicians | 1,803 | 86,563 | 48 01 | .... | 733 | 15,518 | 21 17 | 13 | 434 | 48,573 | 111 92 | 31 | 1,198 | 35 74 |
| Other artists | 731 | 32,720 | 44 76 | 64 | 1,650 | 40,974 | 24 83 | 240 | 149 | 6,706 | 45 01 | 447 | 29,898 | 66 89 |
| Miscellaneous | 438 | 14,186 | 32 39 | .... | 186 | 2,125 | 11 42 | 21 | 315 | 13,970 | 44 35 | 3 | 18 | 6 00 |
| Commercial: | | | | | | | | | | | | | | |
| Outside salesmen | 1,561 | 86,775 | 55 59 | .... | 49 | 635 | 12 96 | .... | 150 | 15,783 | 105 22 | ..... | ..... | ..... |
| Promotion and merchandising | 274 | 10,677 | 38 97 | .... | 20 | 176 | 8 80 | .... | 260 | 13,241 | 50 93 | ..... | ..... | ..... |
| Miscellaneous | 166 | 4,674 | 28 16 | .... | 6 | 32 | 5 33 | 4 | 201 | 7,509 | 37 36 | ..... | ..... | ..... |
| General and administrative: | | | | | | | | | | | | | | |
| Accounting | 542 | 16,171 | 29 84 | 3 | 84 | 923 | 10 99 | 15 | 168 | 6,784 | 40 38 | ..... | ..... | ..... |
| Clerical | 709 | 14,527 | 20 49 | 1 | 58 | 423 | 7 29 | 9 | 104 | 2,388 | 22 96 | ..... | ..... | ..... |
| Stenographic | 977 | 21,927 | 22 44 | .... | 31 | 234 | 7 55 | 4 | 119 | 3,386 | 28 45 | 2 | 25 | 12 50 |
| Other | 536 | 11,019 | 20 56 | .... | 123 | 866 | 7 04 | 4 | 419 | 12,029 | 28 71 | 3 | 37 | 12 33 |
| Miscellaneous | 322 | 7,779 | 24 16 | .... | 69 | 477 | 6 91 | .... | 94 | 4,064 | 43 23 | 5 | 58 | 11 60 |
| **Total employes** | **15,608** | **592,647** | **37 97** | **71** | **3,322** | **66,597** | **20 05** | **344** | **3,653** | **210,214** | **57 55** | **491** | **31,144** | **63 43** |
| **Total, executives and employes** | **17,805** | **778,717** | **43 74** | **119** | **3,511** | **78,917** | **22 48** | **393** | **3,762** | **237,647** | **63 17** | **492** | **31,171** | **63 36** |
| 6 Regional networks: | | | | | | | | | | | | | | |
| Total executives | 14 | 1,281 | 91 50 | .... | ..... | ..... | ..... | .... | | | | | | |
| Total employes | 65 | 2,703 | 41 58 | .... | 4 | 56 | 14 00 | .... | | | | | | |
| **Total, executives and employes** | **79** | **3,984** | **50 43** | .... | **4** | **56** | **14 00** | .... | | | | | | |
| **Total stations and regional networks** | **17,884** | **782,701** | **43 77** | **119** | **3,515** | **78,973** | **22 47** | **393** | | | | | | |

# Broadcast Pay Again Leads Industries

## Another Advance During 1940 Noted in FCC Statistics

KEEPING its position as America's best-paying industry, from an employe standpoint, the broadcasting industry in 1940 paid its 21,646 employes and executives an average weekly wage of $47.13. The 19,326 fulltime wage-earners, eliminating those drawing executive salaries, drew an average weekly wage of $41.68—amounting to about 80% of the industry's entire payroll. The industry has an annual payroll approximating $56,000,000, with about 50 cents of every expense dollar going for wages and salaries.

These figures are revealed in a summary of functional broadcast employment and payroll data compiled by the FCC Accounting Department for the typical broadcasting week of Oct. 13, 1940. The FCC analysis was prepared under direction of William J. Norfleet, chief accountant, and deQuincy V. Sutton, head broadcast accountant. The figures were developed from data supplied by 765 stations, the three national networks and six regional networks.

### Increase Noted

The $47.13 weekly average represents an increase of $1.17 over the $45.96 average for 1939 [BROADCASTING, Sept. 15, 1940]. The industry also employed more wage-earners during 1940—21,646 compared to 19,873 fulltime employes in 1939. In addition, some 4,000 part-time employes were employed, the FCC figures show.

According to available Government information, no other industry exceeds broadcasting's average pay. Figures of the Bureau of Labor Statistics deal largely with wage-earner groups and cover only employes. With broadcasting industry employes other than executives receiving an average weekly pay envelope of $41.68, preliminary Labor Department figures indicate an average wage in March, 1941, of $41.73 for the machine tool industry; $40.64 for automotive manufacturing; $37.34 for insurance; $37.32 for brokerage; $35.02 for aircraft manufacturing; $32.71 for iron and steel manufacturing.

No figures were available for commercial aviation, as distinguished from aviation manufacturing, both of which fall in the higher wage brackets, but neither of which was estimated to exceed the broadcast wage.

Employes other than executives received approximately $800,000 of the $1,000,000 payroll of the industry for the typical Oct. 13 week. From the 765 reporting stations 15,608 received an average of $37.97; from the three national networks 3,653 received $57.55; from six regional networks 65 received $41.58 for the week.

### Executive Earnings

During the week the stations' payroll amounted to $778,717, of which $592,647 went to fulltime employes other than executives; the national networks' payroll reached $237,647, with $210,214 going to these employes; the regional networks' payroll amounted to $3,984, with $2,703 going to employes other than executives.

In the executive class, 2,197 executive employes of the 765 stations received $186,070 during the typical week, or an average of $84.69; 109 network executives drew $27,433, or an average of $251.68; 14 regional network executives received $1,281, or an average $91.50. All fulltime executive employes in the industry, totaling 2,320, received $214,784, or an average of $92.57 for the week.

The 17,805 executives and employes reported by the 765 stations drew wages and salaries aggregating $778,717 for the week, or an average wage of $43.74; 3,762 reported by the national networks received $237,647, or an average of $63.17; 79 reported by six regional networks received $3,984, or an average of $50.43.

The average station manager received $118.99 for the week, according to the FCC breakdown. Outside salesmen for the stations received $55.59; producers, $41.03; staff musicians, $48.01; research and development engineers, $51.85; operating engineers, $40.49; writers, $32.43; announcers, $34.63; promotion and merchandising directors, $38.97.

The 765 individual stations retained 3,511 parttime executives and employes, paying an average wage of $22.48. Nearly half of these were performing artists, it was estimated. The national networks had 492 parttime employes, receiving an average of $63.36 for the week.

The FCC figures also provided breakdowns showing comparative

(Continued on page 16)

# Program! Program! you can't sell the masses without a Program

## And Blue programs—like Blue coverage—reach more customers per dollar

We don't carry Jack Benny, Fibber McGee or Charlie McCarthy—but do you realize what a high average the Blue's programs have been hitting? And do you know that Blue programs cost much less *per point of rating* than the Red-CBS average? Here are three important facts we'd like you to know about.

***First,*** the Blue's average evening CAB rating during the past few months has gone up to 10 points and over—a figure that speaks for itself.

***Second,*** the Blue's continual development of new talent in new programs builds a special kind of audience loyalty. This was demonstrated recently when Blue shows took six first places in the recent Movie-Radio Guide poll of favorite programs.

***Third,*** a comparison of talent expenditures shows that the Blue achieves its immensely successful record with programs that cost *44% less per quarter hour* (sponsored) than its major network competition.

Together, these three factors of program strength—added to the Blue's lower time cost per thousand—prove why today, more than ever, the Blue produces sales thru the air with the greatest of ease, at the lowest cost of any medium entering the home.

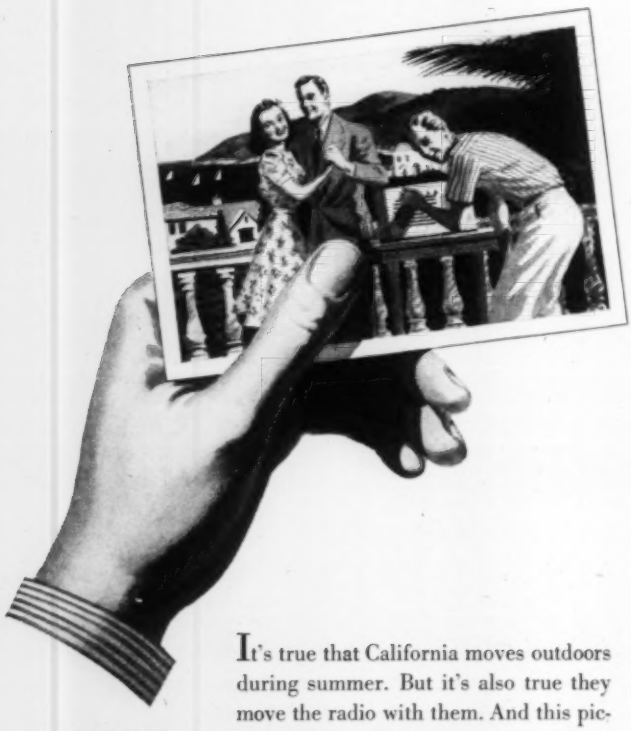
**NATIONAL BROADCASTING COMPANY**
**A Radio Corporation of America Service**

**THE Blue NETWORK OF NBC**

STILL MAKING Sales thru the air with the greatest of ease

**THE SHOW OF THE MONTH**—Like mystery? Of course, everybody does! And here's a thriller so different we call each half-hour episode an "item" because it's a real collector's piece. Listen to the adventures of THE BISHOP AND THE GARGOYLE via the Blue on Saturday nights at 8:30 (N.Y. Time).

*This is a picture of California in summer!*



It's true that California moves outdoors during summer. But it's also true they move the radio with them. And this picture helps discredit the fallacy that Californians are too busy to listen to the radio during vacation time. The ever increasing popularity of portable and auto sets is strong evidence that they are still a part of the radio audience.

Of the five per cent of KPO's Primary Area Listeners who may be vacationing at any given time, most stay within 200 miles of San Francisco—well within primary coverage area of the Bay Region's only 50,000 watt signal.

And with them will be other thousands vacationing at Northern California's famous playgrounds . . . Yosemite, Del Monte, Tahoe . . . and San Francisco itself.

Network changes due to Daylight Saving provide many choice new spot and program availabilities on KPO. Find out from your NBC representative how many sales opportunities KPO offers in this rich summer market.

**KPO**

*Represented Nationally by NBC Spot Sales Offices: New York, Chicago, San Francisco, Boston, Denver, Cleveland, Washington, Hollywood.*


# Rise in Time Sales Of 8 to 10% Seen For Rest of Year

### But 'Times' Survey Claims It Depends on FCC Action

A FORECAST that radio billings will maintain an 8 to 10% gain "depending on whether the FCC anti-monopoly report is carried out," is made in the *New York Times* of June 8, which declares on the basis of expressions from advertisers and agency men that advertising volume generally for the balance of this year will register a steady improvement over the showing for the first five months. Best estimates, the *Times* states, are that newspaper lineage, currently running slightly over 3% ahead of 1940, will show a 5 to 7% rise while magazines will come out 6 to 8% ahead.

The increases are predicated on national income reaching a new high this year, with purchasing power of the lowest income classes boosted sharply and sales of many industries breaking previous records.

#### Material Shortages

"The increases," it is stated, "will not be spectacular. There has been a great deal of talk about the necessity of keeping the name of a product before the public, even when supplies have been reduced or cut off, but the volume of such advertising is bound to be smaller than in periods when competition is keen and sales are moderately hard to make.

"Shortages of materials will undoubtedly cut down output in some industries, but this will be a gradual process until the closing months of this year (unless there is commandeering of inventories), and should not have a serious effect on lineage. Here is an estimate of national expenditures in newspapers, network radio, magazines and farm journals by leading industries last year and it indicates that most of the big spenders will be relatively unaffected by shortages:

| | *Amount* | *% of Total* |
|---|---|---|
| Groceries | $92,000,000 | 24.0 |
| Automotive | 65,000,000 | 17.0 |
| Toilet requisites | 43,000,000 | 11.3 |
| Tobacco | 35,000,000 | 9.1 |
| Medical | 26,500,000 | 7.0 |
| Alcoholic beverages | 26,500,000 | 7.0 |
| Housing equipment | 19,000,000 | 5.0 |
| Transportation | 14,000,000 | 3.9 |
| Apparel | 11,000,000 | 2.8 |
| Industrial | 11,000,000 | 2.8 |

"Of these industries, those that will be most severely affected by shortages are the automotive, housing equipment, and industrial classifications. Despite sensational sales gains, automotive product copy has already been curtailed and has been supplanted to a certain extent by institutional ads on defense work by the large companies. If production is cut 30 to 40% in 1942, as has already been predicted, ad expenditures will be geared to this reduction. During the depression, when automobile sales slumped, so did advertising.

"Grocery, toilet requisite, tobacco, medical and alcoholic beverage advertising should not be affected and as a matter of fact should be stepped up, because these industries will have a shot at consumer income formerly diverted to automobiles, refrigerators or radios, agency men pointed out.

"Some advertising men have been trying to build up case histories of companies which deliberately stopped advertising during the last war and eventually lost out. They have, however, unearthed very few examples in which other circumstances did not contribute to the failure of a company. One industrial advertiser announced a list of 30 such companies in the industrial field, without citing names. Efforts by advertising men to check up on this list revealed only about four or five companies in which failure could be attributed directly to an arbitrary curtailment of advertising.

#### Brand Loyalty

"But there are numerous reasons today, lacking in the last war, why advertisers feel compelled to continue promotion, even though goods may be scarce. First, brand loyalty today is very unstable. A. C. Nielsen studies in the food and toilet goods field reveal month-to-month shifts in popularity of leading brands closely tied in to the effectiveness or size of advertising campaigns."

# Arthur Feldman Named By NBC to Supervise Special Events Activity

ARTHUR FELDMAN, of NBC's special events staff in New York, has been named supervisor of special events, succeeding J. Harrison Hartley, called to active service in the Navy Department in Washington [BROADCASTING, June 9]. Appointment was announced June 10 by A. A. Schechter, NBC director of news and special events.

Mr. Feldman

Maynard Stitt of NBC's press division, has been moved into Feldman's former position. Stitt was formerly with Associated Press and United Press and served in the publicity department of the New York World's Fair before joining NBC.

Feldman, who came to NBC in 1939 after three years with WBZ, Boston, has handled a wide variety of assignments, including the broadcasts of Army maneuvers, coverage of the *Squalus* submarine disaster and interviews with survivors of the *Cavalier* plane accident. Recently he had charge of the British Evacuee Children's series, making all arrangements for the simultaneous broadcasts on NBC, CBC in Canada and BBC in England. He has also supervised the technical set-up for NBC's morning and evening round-ups of news reports from correspondents abroad.

# ENGINEERS: GET PROFESSIONAL SPEECH INPUT EQUIPMENT ASSEMBLED TO YOUR NEEDS!

FOR *FM* OR *AM*

Now you can specify circuits and controls to best meet your exact operating needs for each Studio Control Desk. Western Electric's new desk equipment offers complete flexibility both of unit arrangement and circuit design with all the advantages of using standardized, tested parts and *compact professional assembly.*

Developed by Bell Telephone Laboratories to meet highest quality transmission requirements, this equipment gives fullest audio frequency facilities for either AM or FM. It's complete, compact, easy to install, easy to operate, easy to maintain.

**Efficient yet beautiful in appearance, it can't help but invite favorable comment.**

Get full details. Write today to Graybar Electric Co., Graybar Building, New York, N. Y.

Distributed by GraybaR ELECTRIC COMPANY

# Western Electric

DISTRIBUTORS: *In U. S. A.:* Graybar Electric Co., New York, N. Y. *In Canada and Newfoundland:* Northern Electric Co., Ltd. *In other countries:* International Standard Electric Corp.

# Power to Regulate Advertising Upheld

### Appellate Court Sustains the FTC in Its Ford Order

HOLDING that advertising and other factors stimulating or decreasing the flow of commerce are essential adjuncts to interstate commerce, and that Congress has authority to confer on the Federal Trade Commission powers to regulate them, the U. S. Circuit Court of Appeals in Cincinnati has affirmed a cease and desist order of the FTC against Ford Motor Co., according to an FTC announcement last Monday. The appeal involved the legality of Ford advertising for its "6%" plan for financing automobile purchases.

Taking issue with Ford advertisements stating that under Universal Credit Co. financing, automobile purchasers may buy cars at an interest rate of 6%, the opinion, handed down by Judge Hamilton, brought out that comparative tables prepared by an expert accountant indicated the credit charge under this plan actually amounted to approximately 11½% simple annual interest.

To the appellant's plea that the financing method does not affect competition in interstate commerce, the court held:

"All of those things which stimulate or decrease the flow of commerce, although not directly in its stream, are essential adjuncts thereto and the Congress has power to confer on the FTC their regulation. The use of advertising as an aid to the production and distribution of goods has been recognized so long as to require only passing notice. The economy of mass production is just as well known, and the effects of advertising may be described as mass selling without which distribution would be lessened and production correspondingly decreased.

"The sale on credit of petitioners' cars by its local dealers, when separately considered, may be intrastate in character, but when the activities of petitioner's local agencies are weighed in the light of their relationship to the petitioner, and its financing sales of cars, it is at once apparent that there is such a close and substantial relationship to interstate commerce that the control of such activities is appropriate to its protection."

# Newspaper-Radio Group to Ask Delay in Date of FCC Probe

A PETITION for postponement of the newspaper-divorcement inquiry ordered by the FCC from June 25 until fall will be sought by the Newspaper-Radio Committee, it was learned last Wednesday following a conference of attorneys for the group with FCC Chairman James Lawrence Fly.

While details of the conference were not revealed, it is understood there was an agreement on advisability of postponing the sessions, though there is no assurance they will be deferred until fall. In the past, on matters of policy and of importance, the FCC has been disposed to grant continuances, though not all in one lump. Oral arguments on the controverted Network Monopoly Report, for example, were deferred three times on petition of interested parties.

Participating in the June 11 session were former Judge Thomas D. Thacher, chief counsel for the organized newspaper group; Sydney M. Kaye, New York attorney, associate counsel, and Abe Herman, of Fort Worth, associate counsel. Following the meeting, it was disclosed that a petition for postponement would be filed. The FCC previously had indicated that it would entertain such a proposal on proper petition.

Simultaneously, it was learned the Newspaper-Radio Committee had retained Dr. Paul Lazarsfeld, of Columbia U, as a research consultant, working with the committee in New York. Dr. Lazarsfeld has handled a number of specialized studies of radio in recent years.

Whether the FCC will release detailed issues to be covered at the hearings still is undecided. It is presumed there will be no move in that direction immediately, in the light of the impending postponement. If the FCC decides to release detailed issues, it is presumed it will be done at least 30 days prior to the date finally set.

**JOURNEY'S END** for the KFBI, Wichita, mobile loud speaker unit, after a four-day good will trip through many Kansas towns was a welcome by H. K. Lindsley president, and Kay Pyle, general manager. Each year the truck accompanies the Wichita Chamber of Commerce on its annual pilgrimage, serving as public address system, arriving in each place just before the train with C of C members.

# Petrillo Reversed In Ship Launching

### Green Overrides AFM Ruler As Complaints Multiply

QUICK back-tracking by the American Federation of Musicians, after transcontinental telephone calls and the intervention of some of the nation's highest labor leaders won a last-minute permission for the high school band of Sioux Falls, S. D., to play during a broadcast June 7 in Camden, N. J., at the launching of the battleship *South Dakota*. James C. Petrillo, AFM president, reversed his decision of the day previous that the youngsters could not broadcast unless they somehow acquired union cards [BROADCASTING, June 9].

However, waiver of the union rule was not effected until William Green, AFL president, had telephoned Mr. Petrillo and persuaded him to permit the band to play.

#### Green Steps In

Mr. Green's order overrode Mr. Petrillo's after U. S. Senators J. Chan Gurney and William J. Bulow, of South Dakota, had appealed in vain for the union chief to approve the non-professional broadcast.

In reversing its stand, the union averted a show-down with WCAU, Philadelphia. The WCAU special events mobile unit made an on-the-spot transcription of the ceremonies. It was learned the station intended to broadcast the recording, including the music of the school band, and fight it out later with the musician's union. Officials of WCAU said they had received no instructions about leaving the school band out of the program and had no intention of cutting it.

Senator Gurney expressed gratitude that Mr. Petrillo had granted permission for the band to broadcast, but declared, "It's what should have been done in the first place. He held us up too long."

A. W. PERRY'S SONS, Sedalia, Mo., and Frank Simon, Cincinnati, have signed as member publishers of SESAC.

## Broadcast Wages

(*Continued from page 12*)

payroll scales of different size stations and various geographical areas. The 17,085 fulltime employes of the 765 stations, including executives, received $778,717, or an average weekly wage of $43.74.

The average unlimited time 50,000 watt clear channel station paid its employes $56.58 weekly—3,056 employes received $172,909 during the week. In the unlimited regional station classification, 6,853 employes received $316,965, or an average of $46.25 weekly; in the unlimited local station category, 4,558 received $146,698, or $32.40.

On a geographical basis, stations in the Northeast paid 4,895 employes $240,505, or an average of $49.13; in the Great Lakes, $208,640 to 4,190, or $49.79; in the Midwest, $90,397 to 2,400, or $37.66; Southeast, $85,842 to 2,472, or $34.72; South Central, $40,112 to 1,220, $32.87; Mountain, $28,980 to 798, $36.31; Pacific, $84,241 to 1,830, $46.03.

FULL TIME, 5,000 WATT COVERAGE in the Tri-City Area

STATION WHBF ROCK ISLAND DAVENPORT and MOLINE

The Tri-City Market . . . Farm Implement Capitol of the World! Here the Nation's Greatest Arsenal! 920,745 people with $293,652,000 of retail sales in the Tri-City Market area during 1940. The largest market between Chicago, St. Louis, Kansas City, Omaha and St. Paul. Reach this buying center and the 28 rich, agricultural counties surrounding it through WHBF, the *only*, full time, 5,000 watt station in the Tri-Cities.

AFFILIATE OF THE ROCK ISLAND ARGUS

WHBF Basic Mutual Network Outlet
FULL TIME 1270 K C
THE 5000 WATT Voice of the Tri-Cities
ROCK ISLAND • DAVENPORT • MOLINE

National Representatives — Howard H. Wilson Co.

# A GREAT PAIR

*Gene Autry is featured in "Melody Ranch," sponsored by Wrigley's, a regular Sunday feature over WJR and WGAR*

**WJR**
THE GOODWILL STATION
*Detroit*

**WGAR**
THE FRIENDLY STATION
*Cleveland*

**Gene Autry and Champion, a great pair of performers, bring again the thrills of the Old West ★ And bringing record-breaking sales for advertisers today in the "new" Midwest...where stepped-up activity and defense production have created a super-prosperous market...are the pair of radio stations which blanket this, the heart of Industrial America.**

BASIC STATIONS · · · COLUMBIA BROADCASTING SYSTEM · · · G. A. RICHARDS, PRES. · · · EDWARD PETRY & CO., INC., NATIONAL REPRESENTATIVE

XUM

CONGRATULATIONS are mutual as Arthur Simon (left), general manager of WPEN, Philadelphia, greets Chief Engineer Charles Burtis upon increase of power from 1,000 to 5,000 watts.

## Special Ceremony Marks WPEN's Power Boost

WPEN, Philadelphia, stepped up its power from 1,000 to 5,000 watts on June 16, marking the dedication of its new transmitter with a special hour program devoted to national defense. The highlight of the dedicatory program was the actual switchover from 1,000 watts to the increased power. Arthur Simon, WPEN general manager, gave the signal for the change.

The new transmitter is a Westinghouse 5 HV model. Charles Burtis, chief engineer, directed remodeling of the transmitter house, adding a new wing. The plant, only six miles from the heart of the city is more than 210 feet above sea level.

WPEN operates on a non-directional day-time signal, directional after sunset.

# *Lloyd A. Free and Harold N. Graves Jr. Named to Head Foreign Monitoring Unit*

APPOINTMENT of Lloyd A. Free, formerly editor of *Public Opinion Quarterly*, as director of its Foreign Broadcast Monitoring Service, was announced last Tuesday by the FCC. Harold N. Graves Jr. also was retained as administrative assistant, second in command of the new FCC project which will record and analyze foreign shortwave propaganda broadcasts.

Mr. Free's appointment, coming after several weeks of conversations between FCC Chairman James Lawrence Fly and various experts considered for the post, presages a speedy building up of personnel on the project to full operating strength.

The new service, instituted upon recommendation of the Defense Communications Board, has been operating with a skeleton staff since late March under direction of Mr. Graves. A full complement of specialized personnel, including chiefs of five operating sections being set up, is expected to be at work and the service operating full blast by Aug. 1. Meantime operations will continue on an expanding schedule.

### Radio Background

In announcing his appointment as director, the FCC spoke of Mr. Free's unusual qualifications for the assignment. Receiving a fellowship from the Rockefeller Foundation in 1937, Mr. Free studied operations of the British Broadcasting Corp. at first hand and subsequently made a survey of American radio methods while with CBS.

In 1939 he was assistant director of the Princeton Radio Research Project, and since has edited the *Public Opinion Quarterly*. At the time has was with the Princeton Project, Mr. Free also served as secretary of the Rockefeller Foundation's committee on mass communications and as adviser on a study by the office of radio research of Columbia U.

Mr. Free, the son of former Rep. Arthur M. Free, of California, was born Sept. 29, 1908, at San Jose, Cal. Taking his preparatory education in District of Columbia schools, he received a B.S. degree from Princeton in 1930, finishing first in his class. After a year of study and teaching at Yenching U, China, he studied law at George Washington U and Stanford, receiving an LL.B. degree from the latter school in 1934, again leading his class.

### Will Have Five Units

Mr. Graves, who for several months has served as administrative assistant of the new FCC unit, was born in Manila, P. I., where his father, now assistant to the Secretary of the Treasury, was stationed at the time. Upon graduating from Princeton U, Mr. Graves studied journalism at Columbus U and later served with the foreign affairs staff of two national news magazines. He returned to Princeton in 1939 to become director of the radio listening post. His report for the Princeton post, *War on the Shortwave*, recently was published by the Foreign Policy Assn.

According to present plans, the Foreign Broadcast Monitoring Service will have a complete staff of 314 persons. Organization is to be divided into five categories—analysis, reports, translation and transcription, technical, and clerical—with a chief heading each section.

The analysis section is to deal with intercepted material on a subjective basis, i. e., the psychology behind certain broadcasts, while the reports section will look at the material from a news angle, developing the objective aspects. Already named to the staff of the reports section as assistant editor, is Thomas B. Grandin, formerly CBS correspondent in France.

Functioning as a corollary to the FCC's extensive national defense monitoring activity, supervised by G. E. Sterling, chief of the National Defense Operations Section, the Foreign Broadcast Monitoring Service will operate as a separate organization. Recordings of foreign shortwave broadcasts picked up and transcribed by a staff of 32 recording engineers in the field will be turned over to the Foreign Broadcast Monitoring Service for translation and analysis.

By June 30, the end of fiscal year 1941, the FCC's national defense operations field staff, functioning in the 11 monitoring districts set up in the United States and possessions, will number 438, the FCC estimated. In addition, a field staff of 95, handling routine FCC operations, is maintained. The 438 include 11 area supervisors, 8 assistant area supervisors, 240 radio operators, 91 monitoring officers, 102 assistant monitoring officers, 32 recording engineers (supervised by Mr. Sterling but paid out of FBMS funds), and a clerical staff of 22.

### Funds Sought

Now pending in the House is a supplemental FCC appropriation of $674,414 for operation of the Foreign Broadcast Monitoring Service in fiscal year 1942. Chairman Fly appeared before the House Appropriations Committee June 7 to outline the function of the project. Because of the defense aspects of the service, little difficulty is anticipated in securing the funds [BROADCASTING, June 2].

Asked at his press conference last Monday whether any changes were contemplated in the present U. S. international shortwave operations, such as Government ownership or operation, Chairman Fly said no change was planned and observed that there is growing evidence of closer cooperation between Government and business in this field of broadcasting.

He commented that the whole international broadcast picture, from the point of view of U. S. shortwave station operators, seemed to be "creeping" in the direction of a unified policy which would both give evidence of this country's good neighborliness and aid the sale of sponsors' products in Latin America.

LOOKING with interest at the desk barometer set he received as the annual award of the Schenectady Advertising Club as the "individual who has brought the greatest fame to Schenectady", is Dr. Ernst F. W. Alexanderson, famed General Electric radio and television pioneer. Dr. Alexanderson made the alternator used in the first voice broadcast on Christmas Eve, 1906, and during the World War became world-famous with the Alexanderson alternator. RCA, in fact, was formed to keep this device in American hands. He now has a total of 282 patents and is one of the scientists working on research problems in connection with national defense.

JACK WINSTON, manager of KFAR, Fairbanks, Alaska, is in Southern California on combined business and pleasure.

**While your WSAI program plays a tune for sales, the Winged Plug of WSAI blows his own horn and pulls listeners to your program with street car and bus cards, neon signs, news pictures, movie trailers, taxicab covers, downtown window neon displays, monthly house-organ for retailers plus many another "plus" you get with Cincinnati's Own Station.**

NBC RED AND BLUE—5,000 WATTS NIGHT AND DAY

WSAI CINCINNATI'S OWN STATION

REPRESENTED BY INTERNATIONAL RADIO SALES

Here's ONE of the reasons

# Why

# IT'S WKY 3 TO 1

## with Rural Oklahomans

**WKY carries 15 out of a possible 16 top rural program favorites daytime; 13 out of 18 at night**

• The recently issued study of rural and urban listening habits by the Co-operative Analysis of Broadcasting explains in part why WKY is the 3-to-1 favorite of farmers in Oklahoma . . . and of Oklahoma City listeners as well.

Of the 22 daytime programs topmost with rural listeners, 16 were carried by Oklahoma City outlets and WKY CARRIED 15 OUT OF THE 16! Of the 20 night time rural favorites, 18 had Oklahoma City outlets and WKY CARRIED 13 OUT OF THE 18!

Almost one in every five programs throughout WKY's entire schedule was one of these top national favorites. In addition, there was a like number of high-ranking network programs. Another two-fifths of WKY's programs were live-talent, local productions, many designed especially for rural listening; many, such as news, markets, and farm service programs, rating as high or higher with Oklahoma rural listeners than programs in the national spotlight.

The cumulative total of years of superior local and network programming, alert community service, and energetic showmanagement has created for WKY by far the largest regular audience of Oklahoma farm and city folk of any station in the state day or night. And that is why WKY clicks so creditably as a sales stimulating medium.

**WKY**

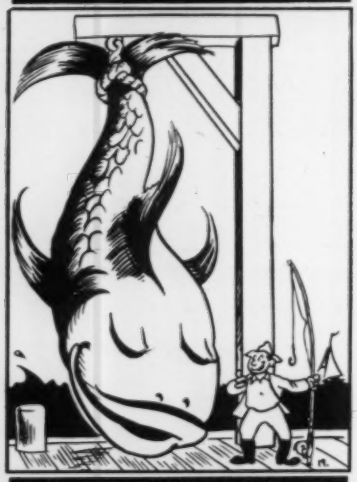
**OKLAHOMA CITY**

*NBC-Red Affiliate*

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO. – THE OKLAHOMAN & TIMES THE FARMER-STOCKMAN – KVOR, COLORADO SPRINGS – KLZ, DENVER *(Affil. Mgmt.)*

REPRESENTED BY THE KATZ AGENCY, INC.

IT'S WBIG!



The MAGIC CIRCLE

SOON—
5000 richly laden watts night and day to serve the Magic Circle — richest and most populous in all the Southeast!

Columbia Broadcasting System affiliate.

EDNEY RIDGE DIRECTOR

WBIG
GREENSBORO, N.C.
GEO. P. HOLLINGBERY · CO., NAT. REP.



THE VOICE OF MISSISSIPPI
WJDX
5,000 D
1,000 N
JACKSON
N.B.C

Introducing
THOSE WE SERVE

Among numerous small but prosperous cities in WJDX primary area constituting an important adjunct to the Jackson market is Canton, Mississippi.

Pop.—6011.
Total Sales—$4,523,000.
Distance from Jackson—25 miles.

Invest your advertising dollars with WJDX—Dominant Radio Station in Mississippi's growing market.

MEMBER OF SOUTHCENTRAL QUALITY NETWORK
WJDX — WMC — WSMB — KARK
KWKH — KTBS



Owned and Operated By
LAMAR
LIFE INSURANCE
COMPANY
JACKSON MISSISSIPPI


## FORUM ON CENSORSHIP
### NBC Stations Listen-In On Capital Discussion

HAILED as the first of its kind, public relations chiefs of the War and Navy Department last Tuesday participated in a quarter-hour off-the-record forum on defense censorship problems, piped to all affiliates of NBC-Red and Blue. Originating in the studios of WRC-WMAL, Washington NBC keys, the discussion was not broadcast, but was arranged to afford personnel of NBC affiliates all over the country an opportunity to get first-hand advice on controls over news being instituted in connection with the U. S. defense program.

During the 12:15-12:30 p.m. period, all NBC network service was suspended, with stations filling in locally, while their news staffs and invited members of the press listened to the discussion. A. A. Schechter, NBC director of news and special events, in opening remarks from New York commented that the "broadcast" marked the first such suspension of service for a "private conference" in 15 years.

Participating in the forum were Maj. Gen. Robert C. Richardson Jr., chief of the Bureau of Public Relations of the War Department; Admiral Arthur Hepburn, chief of the Office of Public Relations of the War Department; Lt. Comdr. Norvelle Sharpe, head of the Navy Department radio section; Edward M. Kirby, civilian advisor to the War Department radio section.

## Three Groups Applying For Baton Rouge Outlet

THREE rival applications for a new 250-watt station on 1400 kc. in Baton Rouge, La., which now has one regional outlet, have been filed with the FCC. Capitol Broadcasting Co., one of the applicants, is a partnership of William J. Bray, former secretary to ex-Postmaster General Farley; James L. Ewing, advertising manager of the *Monroe* (La.) *World and News-Star*, published by his brother John D. Ewing, also publisher of the *Shreveport Times* and operator of KWKH and KTBS; T. B. Lanford, part-owner of KRMD, Shreveport, KPLC, Lake Charles, La., and KRRV, Sherman, Tex.; John C. McCormick, manager of KWKH-KTBS.

The second application was filed by Henry Norman Saurage, owner of the Baton Rouge Coffee Mills. The third applicant is Air-Waves Inc., in which the stock is equally owned by Harry B. Nelson, banker, contractor and oilman; A. M. Cadwell, part owner of Cottons Inc., bakers; Woodrow W. Hattic, of the staff of WWL, New Orleans; Percy E. Roberts, banking and insurance; R. Frank Cangelosi, owner of the local Crescent Laundry and Office Ice Co.

WILLIAM STRANGE, Canadian Broadcasting Corp. author and script writer, has returned from a visit to Great Britain and has started a series of Sunday evening talks *Back From Britain*. On his way to Britain he helped man the ship's guns when the convoy was attacked by bombers.

## KXOK FM Deferred

RELEGATED June 10 to the pending file under the FCC's Order No. 79 until determination of the radio-newspaper ownership issue scheduled for hearing next week was the application of the Star-Times Publishing Co., publisher of the *St. Louis Star-Times* and operator of KXOK, for FM facilities. 44.7 mc. to cover 12,480 square miles in the St. Louis area had been requested.

## FM NEWS NOTES

WEEKLY bulletins on the development of FM, designed for the broadcasting industry, are being issued by FM Broadcasters Inc., national trade organization representing FM stations. Interested parties may be added to the mailing list for these informational bulletins by addressing Dick Dorrance, director of promotion, at FM Broadcasters Inc., 52 Vanderbilt Ave., New York.

FM is to play an important part in keeping the Cleveland Railway Co. transit system working at highest efficiency. Permission has been granted by the FCC for operation of a GE 250-watt FM transmitting station and 10 portable 25-watt GE two-way car equipments.

CBS is obtaining three 50-watt GE FM relay transmitters for two circuits, to carry its short-wave programs from its New York City studios to its international shortwave transmitting station at Brentwood, L. I., approximately 40 miles away. One set of equipment will be used as a standby program circuit.

AMONG recent FM groups to join FM Broadcasters Inc., national trade organization of FM stations, is CBS. The network has taken a quintuple membership covering its approved FM transmitters in New York and Chicago and its pending applications for Boston, Los Angeles and St. Louis.

STATE OF PENNSYLVANIA purchased $300,000 worth of radio equipment for the 160-mile super-highway across the State, providing for 24 radio-equipped watchers, 26 two-way radio patrol cars, 25 receiving sets, and two-way sets installed in tunnel ventilation buildings, maintenance cars, fire trucks and the cars of highway officials.

## Transfer of KVIC Approved by FCC

### Weyher Purchase of Interest In WFNC Is Authorized

SALE of KVIC, Victoria, Tex., for a total consideration of $42,5[illegible] was approved in an action of the FCC June 10 granting Fred C. Bowen, individually and as trustee, Charles C. Shea and Walter T. Martin consent to sell their entire holdings in Radio Enterprises Inc. to Morris Roberts, Texas mercantile and oil man and for eight years a member of the Texas Senate and House. KVIC operates on 1340 kc. with 250 watts.

#### WFNC Sale Approved

The Commission the same day granted a petition of the Cumberland Broadcasting Co. to reconsider and grant consent to Harry Layman to sell his 50% interest in WFNC, Fayetteville, N. C., to J. K. Weyher, of Raleigh. Mr. Weyher for the last 10 years has been connected with the International Agricultural Corp., makers of fertilizers, and with the Atlantic Coast Line Railroad since 192[illegible]. The other 50% in the station is retained by W. C. Ewing. WFNC is on 1370 kc. using 250 watts.

On the request of the applicant the Commission also dismissed without prejudice the application of Tri-State Broadcasting Corp. for a new local, 100 watts fulltime on 1450 kc., in Wheeling, W. Va. J. A. Bloch, tobacco and real estate man with stock holdings in WCHS, Charleston; WSAZ, Huntington, and WPAR, Parkersburg, W. Va., has a 47.7% interest in the application. John A. Kennedy and Bruce Lee Kennedy, both with interests in WBLK, Clarksburg, and WCHS each hold 21.5%; W. J. Frankston 4.7% and T. M. Bloch, 2.3%.

PAUL H. RAYMER Co., New York, has been appointed national representative for KUTA, Salt Lake City.

SIGNING the first contract as sponsor on the new WISH, Indianapolis, is Clayton Mogg, president of the Metropolitan Coal & Oil Co. Watching the simple ceremony is W. W. Behrman (left), general manager of the station and Robert E. Bausman, commercial manager of the new WISH.

# Attention Please!

## STATION MANAGERS AND ENGINEERS

REL

ANNOUNCES A NEW LINE OF DELUXE FM TRANSMITTERS—FEATURING—A NEW VERSION OF THE ARMSTRONG PHASE SHIFT MODULATOR

We Urge Engineers To Examine the Important Performance Characteristics Given Below:

- FREQUENCY STABILITY — Better than ± 200 cycles of the mean carrier. Solely and directly dependent upon one quartz crystal.
- SIGNAL TO NOISE — At ± 75 KC deviation, the noise is down 70 db. and includes hum.
- DISTORTION — Less than 1% over the entire range of 50 to 15,000 cycles.
- FREQUENCY RESPONSE — Within ± 1 db. from 30 to 15,000 cycles.
- ACCESSIBILITY — All tubes and tuned circuits are readily accessible for replacement and adjustment purposes.

Leaders in FM use REL transmitters . . . outstanding broadcasters like Major E. H. Armstrong, inventor of FM, Alpine, N. J.; John Shepard and Paul DeMars, Yankee Network; Walter Damm, WTMJ, Milwaukee; Bill Scripps, WWJ, Detroit; John Hogan, WQXR, New York City; Dr. Ray Manson, WHAM—Stromberg-Carlson, Rochester, N. Y.; Clarence Wheeler, WHEC, Rochester, N. Y.; Roger Clipp, WFIL, Philadelphia. To protect your investment in FM, look to Radio Engineering Labs., Inc., Long Island City, N. Y., for your FM equipment.

# Running Account of Senate Hearings on White Resolution

FCC CHAIRMAN James Lawrence Fly utilized his fourth and last day on the stand June 9 to summarize his testimony begun June 2 [BROADCASTING, June 9]. He renewed his proposal to the industry to "confer" on amelioration of the rules, and offered to postpone the effective date from time to time insofar as they require networks to dispose of certain properties.

As during his past appearances, Chairman Fly frequently was interrupted by members of the committee, with the number present having dwindled to seven or eight of the 21-member committee.

**INTENT OBSERVERS** throughout the Senate hearings are these NBC executives and counsel (l to r): John T. Cahill, former U. S. District Attorney in New York, of NBC counsel; Niles Trammell, president of the network; A. L. Ashby, vice-president and general counsel; William S. Hedges, vice-president in charge of station relations.

### *Fly Criticizes Self-Regulation Plan*

Chairman Fly placed in the record copies of NBC, CBS and MBS contracts, together with a memorandum setting out the rates for a typical network evening hour on the several basic networks.

Reading from a prepared statement, Chairman Fly said it had been charged that the network regulations would "strike at the foundation of the American system of broadcasting" and result in "anarchy and chaos" and "destroy the major networks". He said he was afraid that any regulations adopted to eliminate "restraints" in the broadcasting field would have met the same reception from the major networks.

Alluding to suggestions that elimination of the abuses be left to "self-regulation", Chairman Fly said that in 1938 IRNA was formed and drew up a list of problems which the affiliates recognized as existing in their dealings with the networks. The chairman of IRNA, he cited, said there was no need for Commission action because IRNA proposed to solve these problems through industrial self-regulation. More than 2½ years now have elapsed since IRNA was formed and "nothing has been done", the chairman said.

Another of the arguments of those who "cry havoc" is that the network incentive for putting on sustaining programs will be eliminated and such features as Toscanini and the *National Farm & Home Hour* will be taken off the air, Chairman Fly declares. He reiterated his previous contention that the networks do not "give" away sustaining programs, but are well paid for them in free time or in some other fashion. The accounting, he said, is "scrambled".

### *Calls Toscanini Pickups Selfish*

The broadcasts of Toscanini, he argued, are an "extremely effective advertisement for NBC" and serve a "substantial selfish purpose". RCA can get as much advertising good out of such broadcasts as Ford gets out of the *Sunday Evening Hour*, he added.

Mr. Fly struck at RCA's ownership of NBC, citing that RCA began as a communications company, but today "bestrides whole industries, dwarfing its competitors in many fields". Whether the tendency of RCA to "grow and expand at the expense of smaller independent concerns" is desirable is primarily the business of Congress and not of the FCC, he said. He pointed out that the Commission's monopoly report covers RCA's development at some length, but that the Commission simply brings it to the attention of Congress.

### *Problem of Switches Could Be Solved*

Before Chairman Fly was permitted to cover the jurisdictional aspects, Chairman Wheeler inquired about the workings of the new rules in respect to smaller stations. Much apprehension has been created in the minds of some broadcasters, he asserted, in situations where smaller stations might be frozen out by larger ones which would be demanded by advertisers as outlets in particular markets.

Chairman Fly, however, contended that the smaller stations would have first refusal on programs of a particular network, under the rules, and that the larger stations could not take the commercials away from them.

Despite Mr. Fly's contention that the advertiser would not be able to pick and choose stations in particular markets because of the first refusal provisions, Senator Wheeler held that if the commercial business gravitates to the big stations, it would provoke a situation wherein the Government would tear down one monopoly only to build up another.

If such a situation "starts to happen, we'll have to re-examine the whole subject," Chairman Fly said. "We'll protect the little station."

Basing his questions on complaints from smaller stations, Chairman Wheeler asked about the telephone line situation and whether it was not a fact that the networks leased lines for their own services which would not be available for the type of "switchboard" operation outlined by Chairman Fly. The FCC head said he felt such switches could be made on comparatively short notice and that the FCC had jurisdiction to require proper service. He pointed out that the Commission only last week effected a cut of $250,000 in the cost of AT&T lines available for program service [BROADCASTING, June 9].

Resuming his prepared statement, Chairman Fly said there were a number of highly important matters relating to broadcasting which the Commission is not empowered to deal with. He mentioned the non-common carrier aspect under which the FCC cannot concern itself directly with rates which broadcasters charge; invoke uniform accounting practices, or concern itself with depreciation charges.

But the act makes it clear, he contended, that the Commission is to concern itself with the public service aspects of broadcasting. He pointed out that Congress provided the Commission with no power of censorship and that the regulations do not prohibit the broadcasting of any particular programs, or penalize anyone from broadcasting programs, or require anyone to broadcast any particular programs.

### *Criticizes Refusal Of Lindbergh Talk*

At this juncture Chairman Wheeler precipitated a discussion over the refusal of a station in Philadelphia to broadcast a recent address by Col. Charles A. Lindbergh. He said he thought it was a "reprehensible thing" for any station to take one side of the war situation. Such stations ought to be called on the carpet by the FCC on renewal of their licenses, he said, asserting it was the duty of the Commission to take action.

Some of the "locals ought to be jacked up on this proposition", he said. He understood that a number of stations refused to put on speakers opposed to the Administration viewpoint, on the ground that reprisals might be taken and that the FCC or the Government would not be pleased. Branding it a serious situation, he said the Government should not dominate stations to the point where they are "afraid" of what might happen.

Also pulled into the fray were commentators on the networks who play one side or the other, "depending on which way the advertiser wants him to go".

Chairman Fly nodded approval of practically everything Senator Wheeler said. He said he had given a lot of thought to this matter and that he thought it was essential to the future and integrity of the industry that both sides be adequately presented.

Calling for a "balance" on controversial programs, Chairman Fly said that adequate time should be given whether the programs are free or commercial. Only then will we have "this thing serve as an effective mechanism of free speech".

Chairman Fly had identified the station in Philadelphia that had refused the Lindbergh speech as WCAU. He said the station was owned by "the Levy Brothers", who were important stockholders in CBS. Later, however, a release was given out through the NAB, clearing up WCAU's status. A telegram dated May 23 from Dr. Leon Levy, WCAU president, to Rep. W. P. Lambertson (R-Kan.), who had criticized the refusal of Philadelphia stations to broadcast the Lindbergh address, was made public.

### *Levy Explains Station's Position*

Dr. Levy recited that WCAU was one of the stations mentioned in the press release as refusing time. He said the station had not received a request to broadcast this speech and that if and when such a request is made, it would be given "proper consideration". He pointed out that WCAU had broadcast Lindbergh's speech from Minneapolis May 10 and would broadcast Senator Wheeler's speech May 23. Rep. Lambertson acknowledged receipt of the wire, declaring he did not remember that the news item mentioned WCAU. He said that if WCAU had done what it claimed, it should be "exonerated", and its action "is commendable".

Senator Smith (D-S. C.), who enlivened the hearings at the start with his jibes at various aspects of radio, took Chairman Fly into an extended discussion on programming, emphasizing the desirability of having the Commission require all stations to carry all programs of transcendent importance, particularly the World Series baseball games. Senator Smith apparently intended to carry on in a jocular vein, but was taken seriously by Chairman Fly and the colloquy wound up nowhere.

Chairman Fly responded to Sen-

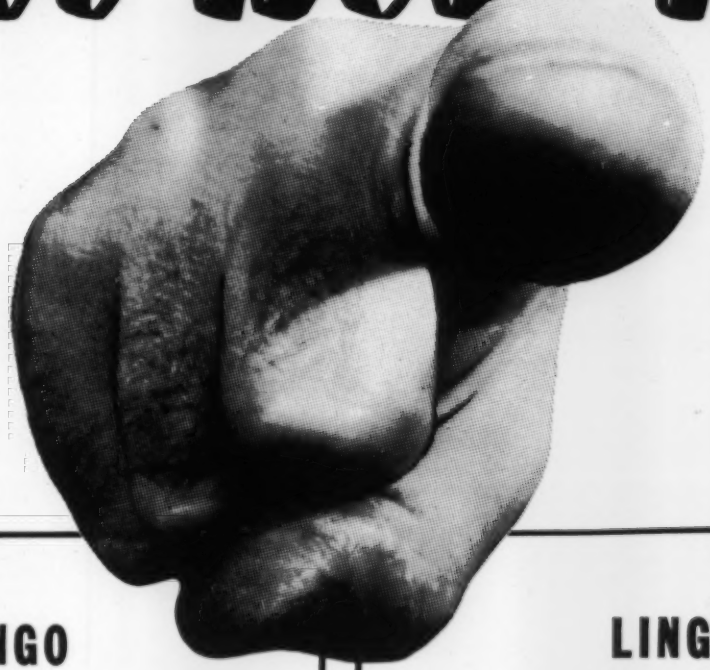
# A LINGO RADIATOR IS

# Your Best Bet!

**for Efficiency . . .**

**for Construction . . .**

**for Stability . . .**



**. . . for Maintenance**

**. . . for Economy**

**. . . for Performance**

## LINGO
## VERTICAL TUBULAR STEEL RADIATORS

*Mean Increased Sales thru Extra, Economical Coverage*

When you install a Lingo "Tube" Radiator you expect—and get—better coverage and plus performance. No wonder engineers prefer Lingo for top efficiency and managers are enthused by the increased sales made possible through improved signal strength. One station owner writes: "The signal locally with only 100 watts power compares favorably with a 5000 watts station in this same city." Let us show you even more enlightening facts as they apply in your own case.

*Our engineering staff will be pleased to supply you with technical details —without obligation. In writing please give location, power and frequency of station.*

**NEW LINGO INSTALLATION—shown at left is one of four 230 foot Lingo Radiators recently installed for the directional antenna system of WIBC, Indianapolis.**

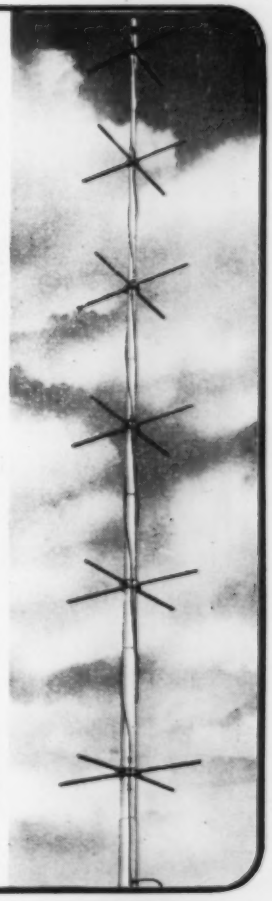
## LINGO
## TURNSTILE FM RADIATORS

*The Latest FM Antenna Development*

Something new has happened to the Radio industry! It's the new, improved Lingo Turnstile Radiator the most advanced FM antenna design now available! The result of years of research and development this patented radiator is already proved for performance and efficiency.

Quotations will be gladly submitted for individual FM applications only, and will include the essential tubular steel mounting pole, turnstile elements, coupling equipment, transmission lines feeding the elements, etc. Climbing steps, lighting equipment, and sleet melting units are also available as optional equipment. The erection of the turnstile antenna on your supporting tower or building roof can also be included.

*Write today for complete facts and please indicate your proposed frequency, power and location.*



**JOHN E. LINGO & SON, Inc.** **Dept. B-6** **CAMDEN, N. J.**

ator Smith's first thrust with the observation that the networks have contended the Commission has no power to require stations to carry any program. Senator Smith observed that it seemed the Commission operated on the basis, that "if we can't get you one way we'll get you another".

Chairman Fly said he thought that there might be regulations to require the industry to render a "public service" and carry all important special events. Senator Smith thought that since the Commission has the power to revoke licenses and grant them, it seemed to him the Commission could say "you carry these important events like the World Series—not matters which Congress may discuss".

### *Fly Points to Debate And Court Statements*

Chairman Fly rejoined that if the Commission should recommend such a legislative step, unquestionably the networks would "demand a Congressional investigation". Senator White observed there was no objection to the Commission making recommendations to Congress.

Resuming his discussion of the jurisdictional phase, Chairman Fly reviewed provisions of the Act which, he contended, give the FCC authority to maintain competition and which he regarded as a definite Congressional mandate that monopoly should be regulated. He again reviewed the Congressional debates on the 1927 and 1934 acts, quoting former Senator Dill in detail.

He also quoted from the Supreme Court decisions in both the Pottsville and Sanders cases to buttress his arguments, claiming that the very language which gives the FCC this authority is "heavily relied upon by the networks to contest our jurisdiction".

Chairman Wheeler observed that in his view there could be no question that the Commission has the right to refuse a station a license if "it is going to create a monopoly". If both licenses in a community were in the hands of one company, Chairman Wheeler said, there could be no question about that constituting a monopoly and about the Commission having the right to go back and correct the situation.

**TERMINAL INTERVIEWS** sponsored by the Coca Cola Bottling Co. are presented daily from the New York Central R. R. station on WIZE, Springfield, O. Here Bill Spencer, conductor of the *Between Trains* program, presents an interviewed traveler with a miniature carton of Coca Colas with Pat Williams, WIZE account executive, looking on. Springfield is the only location in the country where the miniatures are distributed. Chester C. Mcreland, Cincinnati, is agency.

### *Says FCC Tries to Carry Out Mandate*

Returning to his prepared manuscript, Chairman Fly said he did not wish to imply that the Commission should step in the shoes of the Department of Justice or the Federal Trade Commission in pursuing its regulatory functions. Similarly, he said, the Commission does not have and has not sought to exercise the powers of the courts. But the Act, the Congressional debates and the decisions of the Supreme Court "make clear beyond any doubt that the Commission is bound to exercise its licensing powers so as to preserve competition and prevent the development of monopoly".

"The regulations adopted by the FCC," Chairman Fly insisted, "are designed to carry out the will of Congress with respect to competition and monopoly." He said he had not gone far into Section 303 (i), which specifically gives the Commission the power to make special regulations applicable to stations engaged in chain broadcasting.

He contended the language used by Congress is broad and unqualified and leaves no doubt that Congress intended the Commission to give special attention to the problems created by chain broadcasting.

Responding to questions, Chairman Fly said there are strong arguments why the networks should be drawn within the scope of the Communications Act. Chairman Wheeler joined him in this view.

Asked by Senator Johnson (D-Col.) how many networks there should be, Chairman Fly said it was his guess that within a year or so, after the regulations were invoked, there would be "a fifth network". [Earlier, he had testified that he thought a half-dozen networks would suffice.] He said he thought the industry could support a fifth network profitably, but emphasized that this was all purely conjecture.

### *White Recalls Net Control Plans*

FM, Chairman Fly said, is "an improved form of broadcasting that is going to move out and give us a more diversified service". He said one FM network already is being formed on a cooperative basis (The American Network). Then, he declared, television will "sweep across a broad field in the course of a few years".

Senator White delved back into the legislative history of Section 303 (i), pointing out that it was the intent there should be special regulations applicable to chain broadcasting. But he and Senator Dill had in mind, he said, the physical aspects so as to present interference between stations, to specify location of stations, and to assure the "purity and sharpness of emissions", to govern areas to be served, and the like.

Originally, there was to have been a sub-paragraph (j), he said, which would have authorized the Commission to determine power and wavelength to be used and to effect an equitable distribution of broadcast service.

Senator Dill, Senator White recalled, had in mind that the power given the FCC might have authorized it to make special regulations as to the wattage to be used by stations on the networks. Senator Wheeler joined in that he could not see why 50,000-watt stations should be on the chains and the Maine legislator said the FCC, under the authorization, might order lessened power for stations on networks.

After Senator White's dissertation, Chairman Fly said he could not help but observe that the particular provision alluded to by Senator White was "scrapped" and therefore not in the law. He also disputed Senator White's interpretations of Senator Dill's views, declaring that he felt Senator Dill's "quotations on the floor" had to be viewed as decisive.

Again picking up his prepared statement, Chairman Fly said the Commission is following the basic philosophy of competition and prevention of monopoly in other related fields. In the FM regulations, he


THE HOT SPOT

740

between

NBC's Red and Blue

KQW

San Jose, Calif.

San Francisco Studios

1470 Pine Street

Reps.: Reynolds-Fitzgerald, Inc.

Trying to sell the Texas Gulf Coast without KXYZ-KRIS is like trying to paint without a brush. There are millions in sales to be made in this richest, fastest-growing section of the Southwest and the TWIN stations offer the key to this important market. Before planning your sales campaign, write for surveys and sales information.

National Representatives:
THE BRANHAM COMPANY

DOUBLE *Savings!*

● through our COMBINATION RATES

● . . . and BONUS POINT ADVERTISING

KXYZ ★ KRIS

HOUSTON NBC • Blue

CORPUS CHRISTI NBC • Red and Blue

Both Stations MUTUAL and LONE STAR CHAIN affiliates



WDRC

CONNECTICUT'S PIONEER BROADCASTER

No Vacation

Connecticut leads the country in per capita defense spending. There will be no vacation for cash registers —including yours—if you use WDRC to take advantage of the Summer boom.

Basic CBS for Connecticut

said, it is provided that no person shall control more than one such station in the same community and that no person shall control more than six FM stations in all. In television, the limit is three stations. He pointed out that no attack had been made on the FM and television regulations, although they "flow from the same policy and the same law which is the basis for the matters now being considered by this committee".

### *Says Rules Will Promote Healthy Competition*

In a catch-all statement, Chairman Fly said that by outlawing five-year contracts, network control over the rates of affiliates, network contracts preventing the broadcasting of programs on other chains, "such as deprived thousands of listeners of the opportunity of hearing the World Series broadcasts", and of those other restrictions imposed by NBC and CBS, "our regulations will not only free the stations from restraints which are obviously inequitable, but will also open the broadcasting field to healthy competition."

Competition also will be strengthened by limiting the number of stations licensed to a network and by requiring NBC to divest itself of one of its two nationwide networks. Thus, he said, competition shouldn't be hampered "as MBS has been hampered" and a new network would not be barred as was the ill-fated Transcontinental.

The FCC, Chairman Fly said, "stands ready at any time to confer with representatives of any network, or any station, or any group of stations on the subject of chain broadcasting regulations. I have made this offer repeatedly to the industry, and I make it again at this time."

If it can be shown that the regulations "unduly injure any interest or unduly disturb any aspect of the network broadcasting structure," he said, "we shall be pleased now, as in the past, to reconsider." He added, however, that this did not mean that "we will abandon the main question of policy, whether such tremendous power should be lodged in two large New York corporations". He added he did not think the Commission should reconsider the question of whether the network broadcasting should be a competitive one.

### *Says FCC Has An Open Mind*

"But we should be glad to discuss with representatives of the industry, or any branch of it, alternative means of achieving the two ends we have in mind—decentralization of power over what the public may hear, and removal of existing restraints upon competition."

While the Commission feels the record already convincing, Chairman Fly reiterated that the Commission stands ready at any time hereafter "to consider with open mind any change in the regulations, if it can be shown that the regulations we have promulgated prevent practicable and profitable network operation."

But it goes without saying, Chairman Fly concluded, that the effective date of the regulations "requiring networks to dispose of certain of their stations will be postponed from time to time, as the regulations themselves state, in order to permit the orderly disposition of properties and to prevent any pressure for forced sales". He insisted this was contemplated at the time the regulations were drawn. He said that the same considerations "apply to the disposition by NBC of one of its networks".

The FCC knew at the outset that the "barrage of criticism and even of misrepresentation would come with the adoption of the orders", he said. The Commission knew that the easy thing would have been to "do nothing", but it also knew that there were abuses "crying to be righted, abuses which, if permitted to flourish, might eventually choke off the channels of free broadcasting altogether".

He said the Commission "merely tried to do its duty under the law, and we stand by what we have done".

A final disclaimer from the Chairman was that the Commission was not opposed to the inquiry by the Senate Committee. The Commission's only aim, he said, was to forward it in every way possible and he said he stood ready to produce at any time such further facts as may be required. He said he regarded a study of this kind as "very helpful and constructive", but declared that all this was "quite apart from the question as to whether the rules against monopoly are to be set aside".

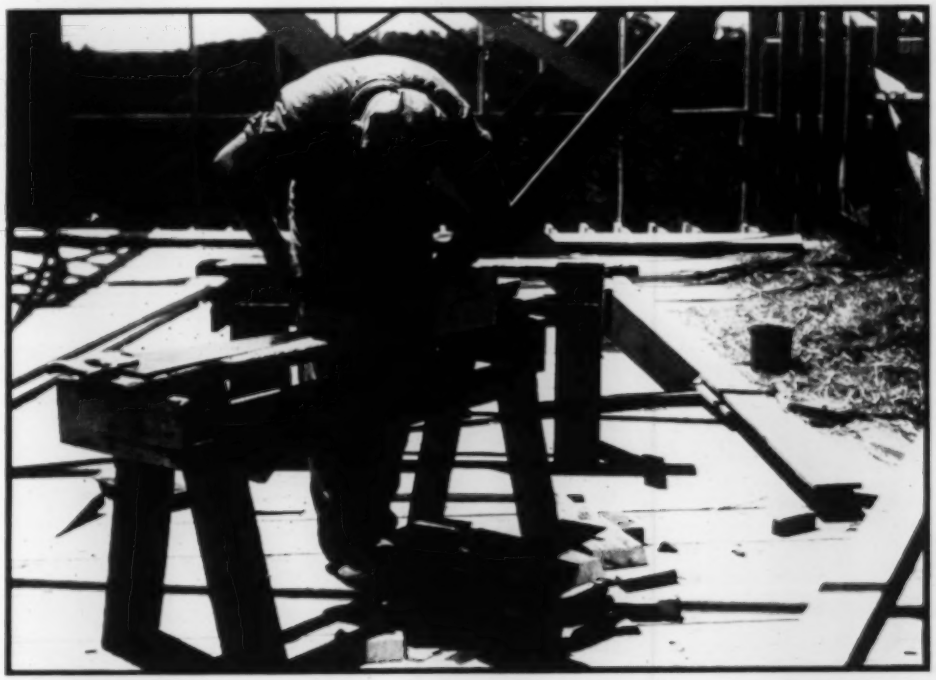
Present during the Monday sessions were Chairman Wheeler and Senators White (R-Me.), Smith (D-S. C.), Tunnell (D-Del.), Johnson (D-Col.), Hill (D-Ala.), Brooks (R-Ill.), and Gurney (R-S. D.).

### *Mutual Witnesses Take the Stand*

MBS began its presentation in support of the FCC regulations and in opposition to the White Resolution Tuesday morning with Louis G. Caldwell, former Radio Commission general counsel and now general counsel of MBS. Fred Weber, MBS general manager, sat at the counsel table and several times during the examination answered committee questions dealing primarily with business and competitive aspects of network broadcasting.

Chairman Wheeler opened the session by reading a telegram from Dr. Leon Levy in connection with the Lindbergh incident. The telegram recited that no request had been made of the station to broadcast the speech, but that a request was made to buy announcements for the Lindbergh meeting. WCAU's commercial department, however, interpreted the NAB code


OUR FAMILY builds an addition



And what an addition! With a 500% increase in nighttime power, WIBW's friendly roof now covers **over two and a half million more** members of OUR FAMILY . . . an increase of 173.4%.

They're our kind of folks, too. We discovered this when thousands of **additional** letters began pouring in telling how glad they were to be full-fledged members of OUR FAMILY. They praised WIBW's friendly, neighborly personalities . . . our entertainment . . . the value of our service features.

BUT MOST IMPORTANT is that these new members of OUR FAMILY are BUYING . . . buying the products of WIBW advertisers in ever-increasing amounts. And that's a PLUS VALUE no shrewd advertiser can afford to overlook.

WIBW IN TOPEKA "The Voice of Kansas" COLUMBIA OUTLET FOR KANSAS

BEN LUDY, Gen. Mgr.

REPRESENTED BY CAPPER PUBLICATIONS, INC.

NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO

as applying to such announcements and refused to sell them, but Dr. Levy later instructed the staff that announcements calling attention to a meeting did not come under the controversial subjects provision and therefore were acceptable. Dr. Levy said it was not the policy of WCAU to take sides in any controversial subject and that both sides of public questions are always given equal opportunity.

After reading the telegram, Chairman Wheeler said he was glad to have the clarification from Dr. Levy.

With a 105-page manuscript before him, Mr. Caldwell asked the committee not to act favorably on the White Resolution, particularly the proviso that the effective date of the FCC rules be postponed.

### *Says Women's Groups Issue Propaganda*

Criticizing purported propaganda emanating from opponents of the regulations, Mr. Caldwell specifically mentioned a circular from the Women's National Radio Committee bearing a "to whom it may concern" salutation. It asked recipients to petition the committee to report the White Resolution favorably.

Senator Wheeler observed this was in line with "a great deal of propaganda we get." He said he had been informed that the committee had received about 1,500 such petitions from the women's group already. Mr. Caldwell explained the petition originally provided that the replies be sent to Senator Wheeler, but this had been stricken out and the address of the committee in New York substituted.

He added he wanted to assure the women's committee that if it feared outstanding sustaining programs would be deleted from the other networks because of the regulations, that MBS would be glad to carry them.

Supporting the regulations despite the "violent attacks on the Commission and the report," Mr. Caldwell said there were only three salient points: (1) Whether the regulations are unfair or arbitrary; (2) whether there is any doubt about the power of the Commission to issue them; (3) whether they will have the disastrous effects upon broadcasting prophesied.

Recounting the early history of MBS, Mr. Caldwell said the important issue is not whether MBS will benefit from the rules because it is a newcomer organized in 1934. MBS, he added, could not break into the "club-house" when the entrance is "so strongly guarded by exclusive contracts."

He said he couldn't get excited over the allegation that sustaining programs such as Toscanini would be lost. MBS, with one-tenth the revenue of NBC, provides many fine symphonies and musical programs, he recalled.

### *Calls Time Options 'Business Convenience'*

Asserting that MBS has led the field in diversity of sustaining, by virtue of its cooperative pickup arrangement, Mr. Caldwell held this has contributed also to freedom of speech. Some 18 stations per week provide the MBS schedule, he said.

The MBS rate card is simply an addition of the rates of stations on the network. It does not fix its affiliates' charges, Mr. Caldwell said. He declared that since January, 1940, for protective purposes, it has made limited time option agreements with its major stations. He did not think exclusive contracts were necessary, but that time options were a "business convenience."

Allegations that NBC has used its dual network structure as a means of penalizing stations were made by Mr. Caldwell. Without naming the station, he recited that one NBC-Red affiliate which shortly will join MBS had been punished and shunted to the Blue because it refused to clear time for a Red commercial at the expense of a public health program, and also had refused to take the Tums *Pot O' Gold* program.

Senator D. Worth Clark (D-Ida.) and Senator Chan Gurney (R-S.D.), in the absence of Senator White, led most of the questioning of Mr. Caldwell and Mr. Weber. Senator Clark inquired about the modus operandi if option time and exclusive contracts were done away with.

He pointed out that it would not only be difficult to get option rights under such a free competitive setup, but that if there is no option time, there might be "a lot of chaos." Moreover, he said stations which have established prestige by virtue of long-time affiliation with NBC or CBS would help competitive networks.

Mr. Caldwell said that in cities having four stations, there would be no difficulty since networks would have regular affiliates' relationships and prior calls on programs. In cities having three stations or less, trouble would be experienced. What he described as a "28-day sword of Damocles" of the major networks on option time now comes into play and frustrates other network service.

### *Problem of Splitting Telephone Line Charges*

A protracted discussion as to what would happen in outlying areas because of telephone line charges was opened by Senator Gurney, former head of WNAX in Yankton. If the stations in Fargo and Bismarck, now on NBC, decided to take dif-

**RAZZBERRIES** prevailed at the first Gridiron Dinner of the San Francisco Ad Club, held June 4, and radio provided its share. Vocalizers, in the manner of the tonsorial emporium, are (l to r) Ed Ulrich, radio director of Fletcher Udall & Associates; Lindsey Spight, Pacific Coast manager, John Blair & Company; Bob Bence, chief announcer, KFRC; Fletcher Udall. Enjoying the proceedings were Dick Russell, account executive, Lord & Thomas, and Harold R. Deal, adv. mgr. of Tidewater-Associated Oil Co.

"LET'S PUT THE THREE-CAR GARAGE OVER THERE!"

**When Red River Reuben goes on a building spree, he doesn't know the meaning of "skimp!" As evidence, his farm lands and buildings are valued at 33% more per capita than the average in the rest of the West North Central area!**

**And listen: he gets a lot of his big ideas from WDAY, the only station that covers the whole rich Red River Valley at all times! Want some facts and figgers?**

WDAY, INC.

N. B. C.

FARGO, N. D.

970 K. C. . . . 5000 WATTS, FULL TIME

Affiliated with the Fargo Forum

FREE & PETERS, Nat'l Representatives



We have THE VERY IDEA

Custom-built radio productions
One minute or one hour—
live or transcribed

The COVERT Co.
360 N. MICHIGAN AVE., CHICAGO

ferent network programs, he pointed out, it would mean that each of the stations would have to pay the line charge from the Twin Cities, the terminal point. Whereas it is now possible for the stations to split the charge and therefore make it economically feasible, he said it was clear that the expense of separate rate hauls would be onerous.

Mr. Caldwell, however, held that an eventual solution might be to have the several networks share the line costs. But Senator Gurney said it was his judgment the upshot would be that Bismarck would not get the program service. Bismarck couldn't pay it and the network wouldn't pay for that long a haul, he said.

When Mr. Caldwell observed that he felt the rules would mean more commercial programs, Mr. Gurney said he thought the result would be that the "ante to the advertisers" would be raised.

Returning to his recital of the MBS history, Mr. Caldwell said the network went through a major crisis in 1939 with the organization of the ill-fated Transcontinental. Because this operation attempted to tie up stations on MBS under exclusive contracts, he said MBS was forced into a similar move. Mr. Weber interposed that Transcontinental was organized largely at the instance of "an advertising agency" and that Elliott Roosevelt was its nominal head.

### *Prorating of Charges Suggested by Weber*

When Senator Wheeler reopened the line charge situation, to inquire whether costs would not be prohibitive with various stations on a particular route taking different network offerings, Mr. Weber declared there were two possible solutions. He said in many cases MBS has used temporary lines to outlying points and that if the business warranted, regular commercial lines were leased. Secondly, he said that networks sell in groups and offer discounts which make it attractive for advertisers to buy the groups. He thought that line charges readily could be prorated among the stations and the networks.

Senator Gurney, however, recited that advertisers now must buy particular station groups on given networks as a whole or not at all, particularly where long hauls are involved. Senator Clark observed that if all stations could share the line hauls and get additional network service, the prorated basis might work out acceptably. He said that several stations in Idaho are non-network because the line charges are prohibitive.

Resuming his testimony, Mr. Caldwell pointed out that because of the hold of NBC and CBS, many areas are blocked out and MBS is forced to operate on a "second mortgage basis" in a number of cities. Of the 170 stations of MBS, 104 are 250-watt locals, only one is a clear channel and one is a "semi-clear channel".

Total income of MBS, he said, amounts to less than the net profit of either NBC or CBS. Recent FCC figures [BROADCASTING, June 9], he said, show MBS operating at a loss, but he said this was simply a bookkeeping deduction, since the network operates on a cooperative basis and the stations themselves make the profit.

### *Buildup of Stations By Network Service*

Denying that MBS in any way instigated the monopoly inquiry, he reviewed briefly the proceedings before the FCC. During oral arguments last December, he said, MBS suggested several proposed regulations, about half of which were reflected in the final result. But NBC and CBS, he contended, did not take the FCC's proposed regulations seriously and did not respond with alternative sets of proposals.

Both the exclusivity and time option provisions of the rules, Mr. Caldwell recited, will affect MBS operations. But the other rules do not materially affect its service, he said.

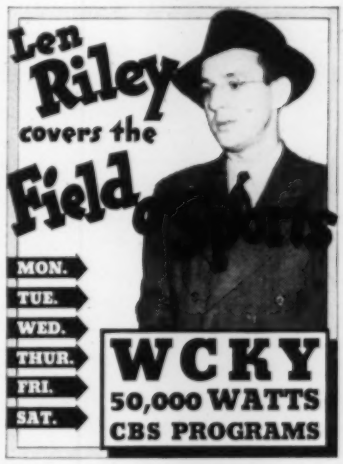
Reopening the exclusive affiliation provision, Senator Clark observed that if programs are placed on stations which have been regularly affiliated with the major networks over a period of years and which have been built up on sustaining programs, the new network would get the advantage of time made valuable by "your competitor".

Senator Wheeler disputed the contention that the networks build up stations. He said that a station's status depends largely upon management and upon local programs. Stations which use spots every three or four minutes tend to cheapen themselves, he contended.

Mr. Weber argued that stations actually "pay for that build-up". The other networks, he said, take a percentage of card rates for such promotional service. He argued that dual network service does not create confusion. Some 30 stations on MBS also take NBC-Blue, he stated.

The World Series incident again was reopened when Senator McFarland (D-Ariz.) asked why stations in Phoenix did not carry the last World Series. Mr. Weber said he could produce a tremendous sheaf of requests from stations for the

(*Continued on page 42*)

10 O'clock News
WITH
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Now available for sponsorship—a real opportunity for an astute advertiser.

**NEWS!!**— North — East — West — South — from all corners of the globe—the Associated Press, United Press, and International News Service gather the news—news of the important events the world over.

From this kaleidoscopic array of history-making, civilization-wrecking, nation-destroying evidence, NORMAN BARRY, NBC star announcer, chooses the most vital items and presents them to the listeners of Station WENR.

**NORMAN BARRY** has appeared on well-known programs sponsored by General Mills, Procter & Gamble, Quaker Oats, Manhappan Soap, Kraft Cheese Company, Beaumont Laboratories, Acme White Lead, Morris B. Sachs, Blackstone Products, Bath-a-Sweet, Look Magazine, and the Chicago Motor Club.

**He Must Be Good!**

**10 O'CLOCK NEWS** with NORMAN BARRY and Station WENR, with its excellent primary coverage in 185 counties in Illinois, Wisconsin, Indiana, and Michigan, will bring you greater sales and profits with less effort in America's second largest market — Chicago.

Phone or write for detailed information about 10 O'CLOCK NEWS with NORMAN BARRY and Station WENR with the assurance

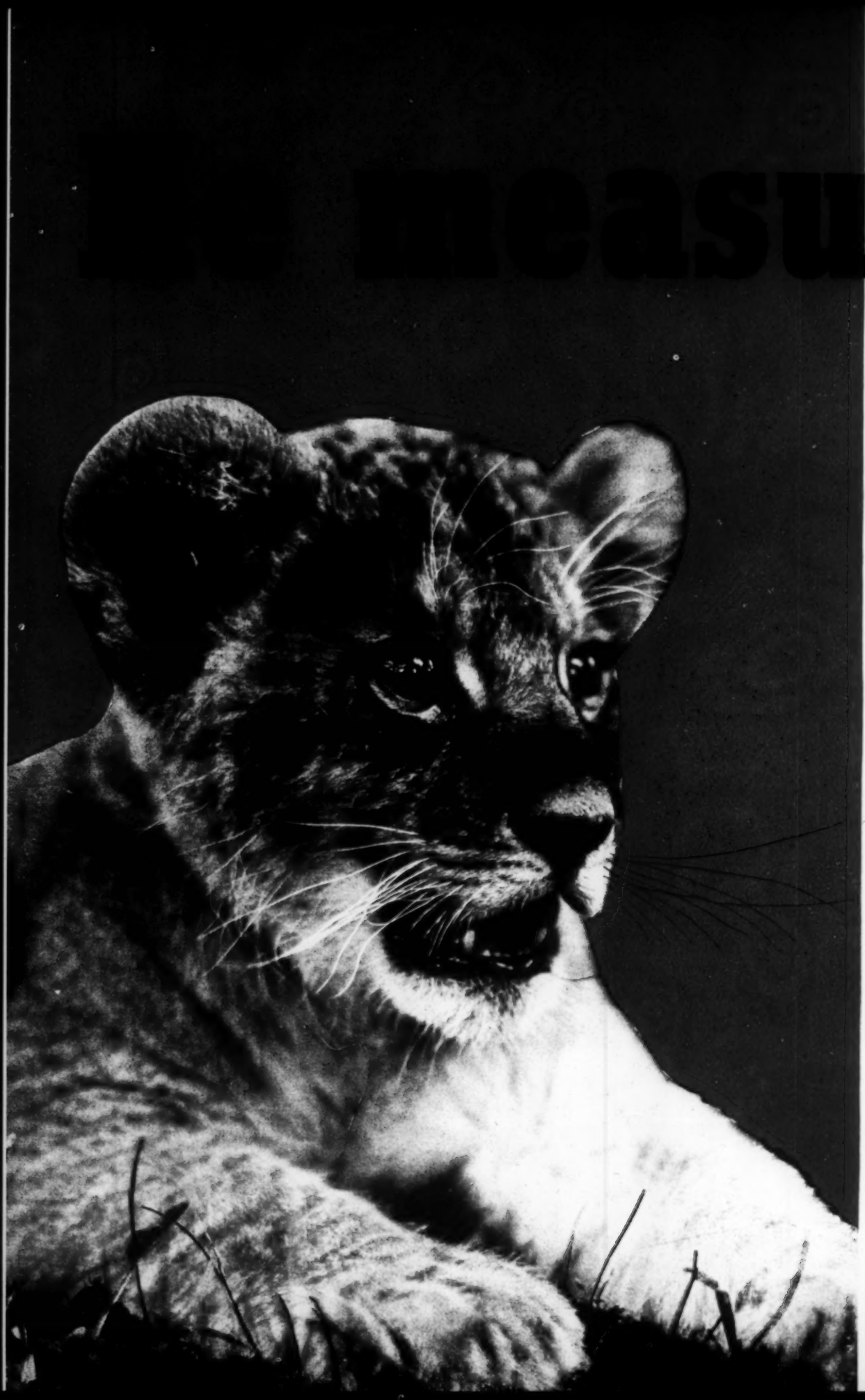
*You Get More for Less on*

WENR
Chicago

50,000 WATTS 890 Kc.

Chicago Key Station of the Famous
NBC BLUE NETWORK

Represented Nationally by NBC Spot Offices in
NEW YORK BOSTON CHICAGO WASHINGTON DENVER
SAN FRANCISCO HOLLYWOOD CLEVELAND


Measure

# e it in meat

is little fellow thinks of a LION'S SHARE in terms of meat. XOK advertisers visualize it in terms of a rich market . . . peo- e reached . . . increased sales . . . greater profits!

Advertisers reach more than 3,500,000 people who spend ver $826,000,000 annually in KXOK's primary area alone. Add this, mail received from a total of 18 states and you have a ION'S SHARE of the rich Mid-Mississippi Valley Market.

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**630 KC. 5000 WATTS DAY AND NIGHT**

Affiliated With KFRU, Columbia, Mo.
Represented by Weed and Co., New York, Chicago, Detroit, San Francisco

**WNED AND OPERATED BY THE ST. LOUIS STAR-TIMES**

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## Checking the Pace

WHEN HEARINGS began June 2 before the Senate Interstate Commerce Committee on the White Resolution to block the FCC from invoking its new chain-monopoly regulations, the understanding was that the committee would act swiftly on what amounted to a "preliminary injunction" to restrain the FCC until a full-scale legislative inquiry could be undertaken. Instead, it now appears that the investigation already is on, and that the committee may not even vote on the White proposal.

Two weeks have elapsed since the hearings began, and there's at least a week—possibly more—to go. Talk of a "compromise" has become rather general. At this writing, such a conclusion would not be surprising, particularly since FCC Chairman Fly, in his powerful four-day presentation, has uncorked more surprise appeasements than Chamberlain at Munich.

To observers one thing seems evident. The committee itself is not disposed to go through protracted hearings looking to the writing of complete new legislation. But we think, as does Senator White, author of the resolution, that the ultimate solution can be found only in that way. The pressure of national defense legislation, however, is occupying practically all interest of Congress, which is not disposed to get into "secondary" legislative matters.

Revealing, too, was the alacrity with which Senators pounced upon matters altogether foreign to the issues involved in the White Resolution. News commentators, allotments of time to both sides of controversial issues, the MBS coups on the World's Series, were among the extraneous subjects that popped into the crossfire repeatedly. Problems peculiar to the constituents of certain committee members likewise were injected.

All these matters, it may be assumed, are in the public interest and therefore fall within the purview of Congress, charged with writing or rewriting the statutes. But it seems to us that they should be covered, even more exhaustively, in a formal Congressional investigation looking to the writing of a new law to supplant the existing 14-year-old law, which has been subjected to every conceivable kind of interpretation.

Few members of Congress are scholars in radio jurisprudence. Radio is important to them as their No. 1 medium in reaching the body politic, so they want to preserve and protect radio. But they aren't particularly interested in such technical matters as kilowatts and exclusivity.

There has been flag-waving on both sides of the FCC's chain-monopoly regulations. But there are a few fundamental facts that cannot be ignored. The Administration, never particularly favorable to big business, regards broadcasting, and network broadcasting in particular, as having graduated into that charmed sphere. That, perhaps, is the reason there has been no flat repudiation of the Fly-engineered assault.

NBC and CBS, of course, are interested in preserving the status quo. MBS is interested in growing, which it can accomplish with perhaps greater expedition if the new rules are invoked. Some in the industry may see some good in certain of the proposed rules, but most are fearful (and we believe properly so) that the crackdown regulatory pace cannot be checked unless the new regulations are stopped dead.

Network broadcasting was born in 1926. The Radio Commission, predecessor to the FCC, came into being in 1927. Radio has been regulated—and with a vengeance—during recent years by a duly authorized licensing authority. All of the monopolistic practices about which the FCC so vociferously complains have been developing all these years. Yet there hasn't been even a whisper of complaint from the public, whose interest it is the duty of Congress and the FCC to serve.

So why not take a few months longer and have Congress re-survey the law, the industry and the FCC? Certainly the situation won't get any worse in the interim. And there's no question that there will be an upheaval in existing radio service, at the expense of the public as well as the industry, if the regulations as now written go into effect Aug. 2.

## Music Master

THE MUSIC went round and round last week as the 35,000-ton battleship South Dakota was launched at Camden, N. J., and the only sour note came out of Mr. James Petrillo's blatant trumpet. For the little man from Chicago, who robbed the world of his musical accomplishments when he became a union executive, did a flip-flop worthy of an acrobat upon learning that he was stepping on Uncle Sam's toes.

Mr. Petrillo originally demanded that the Sioux Falls, S. D., high school band produce union cards before playing at the launching. Two U. S. Senators asked Mr. Petrillo to relax his decree, but he still said no. Perhaps, he thought, with the building of a two-ocean Navy, there would be a lot more of these launchings and a lot more high school bands playing.

Came the day of the launching and a new figure entered the picture. William Green, president of AFL, with which Mr. Petrillo and his union are affiliated, broke a long-standing precedent. Though Mr. Green heretofore had contended on many occasions that he could not interfere with the decisions of affiliated AFL unions, he got on the telephone, and soon all was cleared for the Sioux Falls band to play for the launching.

It's a good bet, knowing Mr. Petrillo, that he doesn't see any inconsistency in this latest flip-flop. In fact, he'll probably point to it as another indication of readiness to cooperate in the defense program—especially since Assistant Attorney General Thurman Arnold and his trustbusters have evinced such a deep interest in Mr. Petrillo's mandates.

## Guestitorial

### ADVERTISING DURING DEFENSE EMERGENCY

*We are indebted to Frank E. Pellegrin, director of the NAB Bureau of Radio Advertising, for this summary of arguments, which he reports were culled from various sources, to refute the claim that during the period of capacity production arising out of the defense program it is desirable to curtail or eliminate advertising expense.*

1. To maintain his market, his established routes of distribution through jobbers and dealers, consumer acceptance of his product and consumer consciousness of his brand name, so that when the crisis is over and the impetus of national defense is taken away, he can continue operating on a normal pre-crisis basis. Otherwise all these factors in successful selling may be lost to more aggressive competitors who seize upon this opportunity to establish their competitive brands.

2. During periods of national emergency we must have the highest efficiency possible in manufacturing and distribution. It is admitted that advertising contributes much to this efficiency, and therefore is of extreme importance to the economic welfare of a nation during an emergency period.

3. The nation's economic and social life must be maintained as nearly normal as possible, because normalcy in a democracy is a contributing factor to success. Advertising helps make normalcy possible in a social economy that has been so dependent upon advertising.

4. Civilian morale in a democracy requires that we maintain a standard of living unknown under dictatorships. Advertising contributes greatly to our higher standard of living, and thus to the maintenance of civilian morale.

5. We must strive for a reasonable price stability. Advertising and a free competitive system aid greatly in stabilizing prices. As an example, consider P & G Ivory soap, a common household item: In the past 60 years, the price of raw materials for this product has doubled, wages have increased ten-fold, and taxes have been increased enormously. At the same time, research and constant improvements in manufacture and distribution have given the consumer a much better product—without a penny of increase in the price. Without advertising this would have been impossible.

(*Continued on Page 38*)

# We Pay Our Respects To —

WILLIAM BREGA DOLPH

SALESMANSHIP and fishing, curious combination, provide the key to the motive forces that actuate the waking days of William Brega Dolph, general manager of WOL, Washington, and MBS representative in the capital city. Essentially, he's a salesman—and in becoming one, he fulfilled an ambition tracing back to his boyhood days on a farm near McLouth, Kansas, where he didn't like bucolic chores and resolved some day to emulate the men who came to the farmhouse to peddle their wares.

As for fishing, you need only mention the subject and Bill Dolph will top your story. It's more than a hobby and an avocation with him; it's the breath of life itself, and he's a recognized expert on all forms of the piscatorial pastime except the salt-water variety, which he doesn't care much about.

Bill Dolph was born April 11, 1904, but it wasn't until he was 14 that he came to the city—Lawrence, Kan., some 11 miles from McLouth, to attend school. Kansas U is there, and he continued at the State school after leaving Lawrence High. But always the urge to sell impelled him, and he quit college to travel the Midwest "selling practically everything under the sun".

What he liked most about his chosen vocation was the opportunity to visit new lakes and new trout streams. He always carried the requisite tackle in his car, and it was a rare fair weather day that didn't see him stop for an hour or two of fishing.

That love of fishing, besides being a grand mental tonic, also has had its profitable side for Bill. He was out fishing with the publisher of BROADCASTING one summer day, and the latter suggested that he put a Washington newspaperman, who was writing a local column on fishing as a sideline, on the air and offer him to a sponsor, since the capital city was a great fishing center.

Bill liked the idea and put him on. This chap knew even more about politics, however, than he did fishing—and he was soon doing some political commentaries. MBS listened and liked him, and soon Fulton Lewis jr. was a full-fledged radio commentator, quitting his newspaper job and working for cooperative sponsors under Bill Dolph as his personal manager.

Bill's sales proclivities led him in 1929 to join RCA Photophone as traveling representative handling motion picture equipment in Oklahoma, Kansas and Texas. He remained until 1933 when, at the beck of his brother-in-law, Herbert Pettey, then newly named secretary of the FCC after having been radio director of the first Roosevelt campaign, he was invited to come to Washington as radio director of NRA.

He was at the right hand of General Hugh Johnson under the Blue Eagle for two years, traveling the country and making intimate contacts with radio people. When the Blue Eagle folded its wings, Bill's job was done, but LeRoy Mark, owner of the 100-watt WOL, needed help and liked the aggressive young man from Kansas well enough to ask him to come over and manage his station.

WOL then had 15 employes; it occupied close quarters in a small hotel; LeRoy Mark, now dead, was ailing and leaned heavily on his new aide. Bill Dolph became manager, guided the station to regional status, moved it to its present sumptious quarters and was one of the founding fathers of Mutual, on whose operating board he now sits. Today WOL has 55 employes, and its forte is the introduction of new programs.

Bill Dolph initiated *Double or Nothing*, the MBS show with the record 119-station hookup. His station keys Theodore Granik's highly popular *American Forum of the Air*. WOL is independently owned, being managed by Dolph for the Mark family, but it is to MBS what the NBC and CBS-owned key stations in the capital city are to the networks.

While he believes that selling is the most important function of successful radio management, radio isn't all business to Bill. He is keenly aware of radio's cultural and educational missions. "When I was a kid on the farm," he says, "we used to fill ourselves with all kinds of dime novel stuff. That's the only kind of entertainment we got in the long winter and even summer nights. Today the farm children can sit back and enjoy the same cultural advantages as their city cousins."

Bill isn't much of a joiner. He belongs to very few clubs. His hobby is fishing, but he enjoys an occasional round of golf. His one idea now is to buy a farm—not to become a farmer, for he still has an aversion to the endless chores. He wants a little place outside Washington, necessarily with a well-stocked stream running across it, where he can spend his idle hours with Mrs. Dolph and where they can relax—and fish.

# Personal NOTES

EARL H. GAMMONS, WCCO, Minneapolis, general manager, was re-elected to the board of directors and executive committee of the Better Business Bureau of Minneapolis at its meeting June 4. Kenena MacKenzie, WCCO continuity director, wrote the skit which dramatized the Bureau's yearly report.

TED COLLINS, producer-manager-m.c. for the CBS radio star, Kate Smith, has formed his own music publishing company, Collwill Music of New York. Three songs have already been acquired, namely, "We're All Americans", "Long 'Bout Sundown", and "Dancing in a Dream With You".

OSCAR KRONENBERG of the sales staff of WBYN, Brooklyn, on June 6 became the father of a baby girl.

WILLIAM DOWDELL, city editor of *The Cincinnati Post*, has joined the news department of WLW-WSAI, that city.

FRANKLIN O. PEASE, manager of Video & Sound Enterprises, Omaha, has been released from the hospital where he had been confined with a stomach and nervous ailment.

HERBERT SCHMID, formerly of the public relations department of the Six Star Syndicate, has joined WOR, New York to make a complete study of the recording market.

ROBERT GOLDSTEIN, a member of the WMCA, New York, sales staff for the last two years and formerly manager of Abe Lyman Enterprises, has been appointed director of WMCA's Artist Bureau.

MRS. WILLIAM H. CORWITH, former president of the American Legion Auxiliary and for five years prior to that, chairman of the Legion Auxiliary Radio Committee, has been appointed an assistant to Dr. James Rowland Angell, public service counselor of NBC.

J. R. KNOWLAND Jr., publisher of the *Oakland* (Cal.) *Tribune*, owner of KLX, was elected secretary of the Pacific Coast Division, Bureau of Advertising of the American Newspaper Publishers' Assn. at its second annual meeting in San Francisco recently. He also was named to the board. G. C. Hamilton, general manager of McClatchy, was elected to the advisory board of the ANPA Coast division.

HOWARD LANE, business manager of the McClatchy Broadcasting stations in California and Nevada, has been elected a director of the Sacramento Advertising & Sales Club.

FRED DARLING has been appointed manager of CKGB, Timmins, Ont., succeeding Jack Cooke, general manager of Northern Broadcasting & Publishing Co. Ltd., owners of the station, acting manager for the last two years.

JACK WINSTON, formerly manager of KFAR, Fairbanks, Alaska, has joined KFBK, Sacramento, Cal.

FRAN MYERS, of Minneapolis, has rejoined KOY, Phoenix, in the business office.

MARCEL DELPORTE, new to radio, has joined the sales staff of KOY, Phoenix.

ROBERT H. MOODY, member of the sales staff of WHIO, Dayton, for six years, has been promoted to commercial manager.

C. CABANNE LINK, formerly public relations man of the City of St. Louis, has been appointed director of publicity of KMOX, St. Louis.

LLOYD (Bucky) HARRIS, assistant production manager of NBC, Chicago, has taken a three-week leave of absence to do special work in Mexico City for Grant Adv. Agency, Chicago.

HAROLD C. BURKE, manager of WBAL, Baltimore, was elected June 4 to the board of governors of the Advertising Club of Baltimore for a three-year term.

WALT MAGUIRE, announcer-engineer on the *Dawn Patrol* of WIP, Philadelphia, has resigned to join the sales department of WCAM, Camden, N. J.

LOUIS G. FROELICH, of the sales staff of WKZO, Kalamazoo, Mich., has been elected president of the local chapter of B'nai Brith.

WILLIAM E. HOCKEY, formerly president of Educational Recorders Inc., Pasadena, has joined the staff of Photo & Sound Inc., San Francisco.

JOHN (Andy) POTTER, of the commercial department of KROW, Oakland, and formerly of KOH, Reno and KMJ, Fresno, has resigned to join Photo & Sound Inc., San Francisco.

LOUIS S. SIMON, account executive of KYA, San Francisco and Gertrude S. Karp were married June 8 in San Francisco.

CHARLES GATES, salesman of WGN, Chicago, is the father of a girl, Janet Ann, born June 2 at Geneva, Ill.

E. P. H. JAMES, NBC-Blue promotion director, and Phil Merryman, of NBC station relations, on June 11 attended a sales promotion meeting in Charlotte, N. C., of station and promotion managers of 11 Southeastern Blue stations, June 14. Mr. James gave a talk on "Selling by the Clock" before the semi-annual meeting of the Georgia Assn. of Broadcasters in Macon, at which Ken R. Dyke, NBC director of promotion, also spoke.

OTTO BRANDT, assistant manager of NBC-Blue station relations dept., on June 21 is to marry Thelma Marion Buelow in Detroit. William Davidson, assistant radio timebuyer of J. Walter Thompson Co., New York, and formerly in NBC station relations, will be best man.

E. A. STOCKMAR, salesman of NBC Chicago, is the father of a girl, his second daughter, born June 11.

# BEHIND the MIKE

JACK GROGAN, has been granted a two months leave of absence from his microphone duties at WHB, Kansas City to become the protege of Elissa Landi, stage and screen star, in summer theater work.

DURWARD KIRBY, announcer of NBC Chicago, on June 7 married Mary Paxton, associated with a Chicago advertising agency. The couple met five years ago at WLW, Cincinnati, where Miss Paxton was a singer and Kirby an announcer.

IRVING WAUGH, formerly of WLAC, Nashville, June 16 is to join the announcing staff of WTAM, Cleveland.

CHARLES CHUMLEY, junior announcer of WLAC, Nashville, resigned June 15 to join KRBC, Abilene, Tex., where he will complete his college education.

PARK SIMMONS, formerly of WCKY, Cincinnati, has joined WJSV, Washington.

KEN BURKHARD, announcer, formerly of KRE, Berkeley, Cal. has joined KLS, Oakland, Cal.

TED BOWER has been named relief announcer of WPEN, Philadelphia.

GEORGE FISHER, Hollywood radio commentator, has set plans for a personal appearance tour of motion picture theatres starting July 15. Company of film players will accompany him on his tour, covering Chicago, New York, Boston, Washington, Philadelphia, Milwaukee and Cleveland. Fisher is currently featured on *Hollywood Whispers*, sponsored by Marrow's Inc., Los Angeles (Mar-O-Oil shampoo) on 36 Mutual-Don Lee stations.

LOUIS E. MAHLA, former news editor of WMRN, Marion, O., and now a private in the Army, has been transferred to the office of the Camp Public Relations Officer at Camp Lee, Va.

JOHN NORTON, former UCLA student, has joined KHJ, Los Angeles.

MARVIN MUELLER, announcer of NBC Chicago, has been awarded the De Molay Legion of Honor award given by the Shriners to those attaining leadership in their professions. He is the second in radio to receive this honor. The first was Olan Soule, NBC actor.

DICK WIDMARK of the NBC, Chicago, talent staff has been inducted into the Army. Vincent Donehue, formerly of the New York stage, has replaced him.

KEN ELLINGTON, formerly chief announcer of WBBM-CBS, Chicago, has been named assistant to J. Oren Weaver, special events director. Staff increase, according to Stuart V. Dawson, assistant program director, is to meet larger schedules of national defense and public affairs broadcasts.

# Meet the LADIES

**HILDA LeBLANC**

FIVE-FEET-ONE of radio salesmanship, that's Hilda LeBlanc of WFAA-KGKO, Dallas, sole feminine member of the sales staff. Her excellent sales record during the seven years she has been with the station quells any arguments that selling radio time is a man-sized job. A native of Louisiana, she attended the School of Business Administration at Louisiana State U where she learned the first principles of salesmanship. Her business career started in secretarial work, soon moving on to sales and three years of traveling as a space-seller for newspapers. Keeping one eye on radio, she gained her chance in 1933 when she joined WFAA's sales staff. Now specializing in local and regional sales for the station, Miss LeBlanc also finds time to work in the merchandising-aids department. As clever as she is attractive, the diminutive Miss LeBlanc surprises prospective buyers with her knowledge of rates, availabilities and the talent that sells radio time.

BOB JOHNSON, new to radio, has joined the continuity department of KOY, Phoenix.

FRANK PFAFF SMITH, member of the WLW, Cincinnati, newsroom for the last five years, has been named news editor of WHIO, Dayton, O.

KAY FORD, Washington theatre press agent, has joined the publicity staff of WINX, Washington.

AUSTIN FENGER, of KSFO, San Francisco, is now handling trade press news and Marie Houlahan, CBS Northern California press chief, is in charge of consumer publications and newspapers.

SHELDON SINGER, local high school graduate, has joined the announcing staff of KSCJ, Sioux City, Ia.

KENNETH HOUSEMAN, newest addition to the WJHP, Jacksonville, Fla, announcing staff, has been named assistant program director and production manager.

AL BLAND, conductor of the WCKY, Cincinnati, *Morn Patrol* was made an honorary member of the Fort Thomas, Ky., Lion's Club at special ceremonies June 15.

JOHN HOLBROOK, formerly news editor of WDGY, Minneapolis, has joined WGN, Chicago as news and commercial program announcer. Holbrook was one-time manager of WGTC, Greenville, N. C.

NORMAN MICKLEWRIGHT, formerly of CJKL, Kirkland Lake, Ont., has joined the announcing staff of CKX, Brandon, Man.

BOB PERRY, formerly of KDB, San Bernardino, Cal., has joined KVEC, San Luis Obispo, Cal., as announcer. He succeeds William Barton, who has entered the Army.

MEREDITH WILLSON, Hollywood musical director of NBC *Maxwell House Coffee Time*, sponsored by General Foods Corp., has donated his original composition, "Jervis Bay", to Bundles of Britain Inc.

BOB ROGERS, formerly with eastern stations, has joined the announcing staff of KROW, Oakland, Cal.

JIM McVEIGH, commentator and m.c., formerly of KYA, San Francisco, and Ann Bacon were married recently at Virginia City, Nev.

BOB BISHOPP, sound effect technician of KPO-KGO, San Francisco, has been called to duty with the Navy. He was succeeded by Don Monett.

BERT SYMMES recently resigned from the announcing staff of KLS, Oakland, Cal., recently at Virginia City, Nev.

CLAIRE VALPEY, of the script department, KPO-KGO, San Francisco, recently was chosen to christen a new submarine net-tender at the General Engineering Co. shipyards in Alameda, Cal. She received from Navy officers a platinum wrist watch, surrounded with diamonds.

TEMPERANCE SMITH, formerly of Washington, and editorial assistant for *Time* magazine, has joined the continuity department of KPO-KGO, San Francisco, succeeding Ethel O'Kane, who resigned to be married.

ANDY POTTER, newscaster, formerly of KROW, Oakland, Cal., recently joined Photo & Sound, San Francisco transcription firm, in an executive capacity.

EDDIE HOUSE, organist of KROW, Oakland, Cal., recently completed a new song, "I'm in Love With the Sound Effects Man".

JIM McCANN, formerly of WPEN, Philadelphia, and George Edwards, formerly of WNBF, Binghamton, N. Y., are new additions to the KYW, Philadelphia, announcing staff.

CLARENCE FUHRMAN, musical director of KYW, Philadelphia, has again been selected musical director of Cape May, New Jersey resort.

ETHEL RATTAY, press agent of WFPG, Atlantic City, will handle publicity during the summer for the Steel Pier, where the studios are located.

ADD PENFIELD, sports director of WPTF, Raleigh, was named permanent president of the Duke U class of 1940 at a recent alumni reunion.

RAY MICHAEL, NBC, Washington, special events and sports announcer has been appointed commercial announcer for the local Peoples Drug Stores' WMAL program, *Pin Money From Peoples*. Lee Everett is m.c.

CLIFF JOHNSON, formerly of KFAB, Lincoln, KOIL, Omaha, and KSOO, Sioux Fall, S. D., has been appointed a producer in the WBBM-CBS, Chicago, farm service department.

EDDIE KANE, staff musician of WIRE, Indianapolis, has been granted a commercial pilot's flying license.

ALWYN BACH, announcer of W71NY, FM station owned by WOR, New York, on June 7 joined KYW, Philadelphia. Seymour Harrison, formerly an announcer of WNYC, New York's municipal station, succeeds Bach at W71NY.

MRS. ETHEL REID WINSER, radio chairman of the Illinois Federation of Women's Clubs, has joined the WGN, Chicago, talent division as director of its lecture bureau.


**BALTIMORE INSTITUTIONS:**

**GLENN L. MARTIN PLANES**

*Pioneers in transocean flying as well as defense*

*and*

**WFBR**

**Maryland's Pioneer Broadcast Station**

WFBR is not simply *in* Baltimore; it is *of* Baltimore—owned and operated by Baltimoreans in a distinctive "Baltimore manner." That's why it's accepted as a Baltimore institution—and that's why your radio advertising on WFBR has extra "pull"!

DAWN OF A NEW DAY
GOING MUTUAL OCT. 1

**WFBR**

**National Representative: Edward Petry & Co.**

BILL TREDWAY, formerly of KFBB, Great Falls, Mont., has joined KTRI, Sioux City, to handle all home baseball broadcasts for the Sioux City team.

CARL RAYMOND, of the announcing staff of WGY, Schenectady, recently returned to his home in Lockport, N. Y., to marry Dorothy West.

DOROTHY RICE, of the music rights department of WGY, Schenectady, was recently married to Frank Barnes, electrical engineer, graduate of Stanford U and native of Wrangel, Alaska.

EDITH NATALIE STARK, formerly of the *Buffalo Evening News* and WBEN, has succeeded Peggy Stokes as conductor of *Musical Matinee* on WGY, Schenectady.

RALPH MADDOX, formerly of WJDX, Jackson, Miss., and NBC in Chicago, has joined WFAA-KGKO, Dallas, as announcer and producer.

DAN HOSMER, character actor with CBS, NBC and Mutual in Chicago, now with KSO-KRNT, Des Moines, is writing and producing a new program, *Brandin' Time*, a dramatization of western tunes.

WILL DOUGLAS, of WKBN, Youngstown, has been assigned to announce band broadcasts from the Million Dollar Mansion; Wayne Johnson is scheduled for the Yankee Lake broadcasts and Dwight Merriam will announce at Idora Park.

HERBERT MORRISON, publicity coordinator, and Irma Loomis, merchandising staff, have joined WCAE, Pittsburgh.

MAURIE WEBSTER, CBS Hollywood announcer-producer, was to report for U. S. Navy duty June 16.

DOUGLAS WAY, former newscaster of WWRL, New York, and previously chief announcer of WFBM, Indianapolis, has joined the New York headquarters staff of AFRA.

DAYTON LUMMIS, announcer and former NBC and CBS actor in New York and on the West Coast, has been appointed dramatic director of WCAM, Camden, N. J.

ARTHUR ZAPEL Jr., formerly of WCLS, Joliet, Ill., has joined WKZO, Kalamazoo, Mich., as announcer and continuity assistant.

BOB SPARKS, announcer of WOL, Washington, married Edna Amtos, of Lansdale, Pa., June 12.

NAIPH J. ABODAHER, continuity director of WKZO, Kalamazoo, Mich., is author of an article appearing in a national monthly on Charlie Gehringer, Detroit baseball player.

JOHN HENRY, sports announcer of WKZO, Kalamazoo, Mich., is the father of twins, Sharen Lee and Karen Lee.


BEAUTY PREPARATIONS MANUFACTURER *says...*

V-P in Charge of Advertising writes —"I just wanted you to know that...our V-P in Charge of Sales and I thoroughly appreciate the fine cooperation which you have been giving...our representative in your area."

KOA DENVER 50,000 WATTS NBC RED NETWORK

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES


## Bill Wiseman Appointed WOW Promotion Head

BILL WISEMAN has been named promotion manager of WOW, Omaha, succeeding Howard O. Peterson, according to John J. Gillin Jr., general manager of the station. Mr. Wiseman also will continue as publicity manager of the station and editor of the *WOW Tower* Magazine, which won the St. Louis U award as the outstanding radio station publication at the NAB Convention in St. Louis. Mr. Peterson will remain with WOW as local sales and research manager.

Mr. Wiseman

In his new post Mr. Wiseman will handle both consumer and advertising promotion, along with publicity, merchandising and other promotion activities. Before joining WOW four years ago, he was in newspaper work in Omaha, serving as promotion manager of the *Omaha Bee-News* for five years until that paper ceased publication. Mr. Peterson joined the station five years ago, after serving as advertising manager of the Omaha store of Sears, Roebuck & Co.

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DAVID C. TEAGUE, feature writer for the Sunday editions of the *Chicago Times*, on June 16 joins the CBS publicity department as a staff writer.

IAN WYTHE WILLIAMS, 23-year-old son of Wythe Williams, MBS news analyst, has volunteered for service in the Army and is awaiting orders.

BILL CRAWFORD, assistant promotion chief of WOR, New York, on June 7 married Jean Chatterley.

ELIZABETH SHAY, of the NBC production division, will direct four plays at the Monomoy Theater, Chatham, Mass., during July.

SYDNEY MOSELEY, news commentator of WMCA, New York, and English journalist, is writing his impressions on American radio to be published this fall in book form.

PHIL McKERNON, announcer-operator, formerly with San Francisco stations, recently joined KHSL, Chico, Cal.

CHARLES CONKLIN has joined the traffic department of WOAI, San Antonio. Ben Kaplan has been assigned to the news desk.

## Reilly to Defense Post

JACK REILLY, manager of KOY, Phoenix, was appointed June 6 to the post of commissioner of defense for the City of Phoenix by Mayor Reed Shupe and the city council. In his new position, which is an official city office, Mr. Reilly will coordinate all defense activities within the city. The KOY manager is also a member of the community defense council in charge of recreational facilities; chairman of the American Legion committee to provide club facilities for Army personnel; and is Phoenix campaign manager for the USO drive.

## KHJ Personnel Shifts

GENERAL promotional shifts took effect for KHJ, Los Angeles, personnel on June 5. Harry Gerkstenkorn, merchandising director, has joined the general sales staff of the Don Lee network. Edward Kemble, former commercial traffic manager, became sales promotion manager, while Emily Peters was named to the commercial post. Sally Austin, formerly secretary to James Burton, production manager, assumed Miss Peters' former duties as secretary to Van C. Newkirk, program director. Mary Ellen Ryan, of the script department, moved into the production department's secretarial vacancy.

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TO ANNOUNCE to employers and employes the inauguration of the Unemployment Insurance Plan on July 1, the Canadian government used live spot announcements on 22 Canadian stations during the first half of June.

## Sparkies Series

QUAKER OATS Co., Chicago, is currently running a one-month campaign for Sparkies, cereal, on WRC, Washington, using time signals and station break announcements. Sponsor is also using *Orphan Annie* transcriptions on WHP, Harrisburg, Pa., for the same product. Contracts expire in July. Agency is Ruthrauff & Ryan, Chicago.

### Mrs. Ray Myers

MRS. RAY MYERS, known professionally as Mary (Bubbles) Kelly, 46, radio and vaudeville actress, died June 7 at her Hollywood home. In show business for 30 years, Miss Kelly started her career in stock company work and in recent years turned to radio, appearing as a comedienne on programs with Burns & Allen, Al Pearce and Jack Benny. Surviving is her husband, Ray Myers.


MAKING A KILLING IN SLAUGHTERS (Ky.)?

Many an advertiser is making a killing in Kentucky these days — but *not* in the Lilliput hamlets like Slaughters, Slickford, Slusher, et al.! It takes the big, big Louisville Trading Area, which accounts for *twice as much* buying as the rest of Kentucky combined— and which now has an *extra* $5,000,000-a-month defense payroll to spend! . . . WAVE covers this area *completely*— and at a cost that makes it the bargain buy in this neck of the woods! Look us up in "Radio Rates", and see for yourself!

LOUISVILLE'S WAVE

5000 Watts

970 K. C. . N. B. C. Basic Red

NATIONAL REPRESENTATIVES FREE & PETERS, INC.,





XUM

• *To Serve Well* •
*The Broadcasting Engineer*

FORMULA for SUCCESS

"CREI training builds into the student a usable, working knowledge of practical radio engineering. It develops that sure confidence in his own ability which enables him to go after the better jobs —and get them".

**CREI Training Develops Your Technical Ability and Self-Confidence to Insure the Security of Your Future . . .**

The policy of CREI has been directed toward helping men IN the radio industry to be better engineers in *better* jobs. The fact that CREI graduates do get these better jobs is evidence of the respect of the industry for CREI and its graduates.

*Our proof* is a large file of letters from students and graduates reporting pay raises, promotions and more satisfactory positions.

*Your proof* is the unquestionable fact that the better positions in radio go to the men who are equipped with modern technical training.

If you are looking at your position in radio past the "immediate tomorrow" . . . you can insure your professional future by sufficiently increasing your technical ability now. More than 5,000 professional radiomen are taking definite steps toward the insurance of their professional futures by regular study with CREI.

*These facts are important to you . . . and to EVERY MAN who is seeking a way to improve his position in the radio field. Write us today for our booklet and pertinent facts as they apply in your own case. Please state briefly your education, radio experience and present position.*

"Serving the Radio Industry since 1927"

**CAPITOL RADIO**
**Engineering Institute**
E. H. RIETZKE, *President*
Dept. B-6
3224 SIXTEENTH STREET, N. W.
WASHINGTON, D. C.

## *in the* CONTROL ROOM

HAROLD B. ROTHROCK, formerly with the Clear Channel Group in Washington, and John Woodward, of the Cleveland educational station, WBOE, have joined the engineering firm of Ring & Clark, Washington.

JOHN D. SHERMAN, technical director of WTCN, Minneapolis, is teaching a course in radio communication for youths 17 to 25, under the defense program. Appointed by the State of Minnesota, the night classes are conducted at Vocational High School, Minneapolis, under a two-year appointment.

CARL McGEE, formerly of KWYO, Sheridan, Wyo., has replaced Carleton Gray as chief engineer of KTRI, Sioux City, Ia. Gray has been named chief radio engineer for the 7th Army Corps, headquarters in Omaha.

RAY STAUFFER, WHO, Des Moines, has been transferred to WOC, Davenport, as chief engineer. Jack Volk of the WOC staff is taking his place.

RONALD L. RANSOM, formerly of United Air Lines, Chicago, has joined the NBC engineering department as vacation relief studio and field engineer.

RUSSELL RENNAKER, organizer of the Associated Broadcast Technicians Unit of IBEW and formerly engineer of WBBM, WJSV and WFBM, became business manager of ABTU June 1, succeeding D. J. Dunlop.

ROSS HANSCH, amateur operator and serviceman of Wisconsin Dells, Wis., has become transmitter engineer of WIBU, Poynette, Wis.

KILBURN CULLEY, formerly of WLAW, Lawrence, Mass., has joined the engineering staff of WEEI, Boston.

GLENN BEERBOWER, formerly with the radio division of the West Virginia department of public safety, has been named chief engineer of WCHS, Charleston, W. Va.

FRED SULLIVAN, WIBX, Utica, N. Y. engineer and Naval Reserve radio officer has been called to active duty.

JACK TRAPKIN, transmitter engineer of WWRL, New York, has been named by the Boy Scouts of America to serve as "radio scout leader" for W2MTL, Boy Scout amateur radio station.

BOB BECK, of the engineering staff of KSCJ, Sioux City, is the father of a boy, Roger Lee, born June 2.

THOMAS BEDWELL has joined the engineering staff of KSCJ, Sioux City.

CHESTER DOLL, engineer of WJPF, Herrin, Ill., a member of the Naval Reserves, has been called to active duty as third-class torpedo man.

ARRY BROWN, Gordon Swan and Bob Adams, of the WSB, Atlanta, engineering staff, all reserve lieutenants, have been called to active duty with the Army.

HARRY ESSMAN, CBS Hollywood sound effects engineer, has been signed by RKO Radio Pictures for special sound effects work on the film, "Devil & Daniel Webster".

CHET GEISE, engineer of WHAT, Philadelphia, leaves late this month for active duty at the Naval base in Panama.

JOHN MacDONALD, technician, formerly of KJBS, San Francisco and KRE, Berkeley, has joined KPO-KGO, San Francisco.

**FIELD TEST** on one of the 13 directional antenna arrays, eight of which will be used for service to Latin-American countries by international broadcast stations WCBX-WCRC, now under construction and scheduled for completion in September was undertaken last month at Brentwood, L. I., by Frank J. Bleil of the CBS engineering staff. Using this small scale model which is one-seventh of the size of the regular antenna, CBS engineers determined in advance the performance of the antenna with its anticipated behaviour based on calculations.

## HIGHEST BROADCAST ANTENNAS

### WKY and WNAX to Have 900-Foot Towers to Accommodate Increases in Power

ULTRA-HIGH radio towers, the tallest in the country, will reach skyward as construction of directional antennas to accommodate the recent increases in power of WNAX, Yankton, S. D., and WKY, Oklahoma City, begins soon under supervision of Glenn D. Gillett, Washington consulting engineer. WNAX currently holds a construction permit for 5,000 watts fulltime operation on 570 kc. while WKY will increase to 5,000 watts fulltime on 930 kc.

**Each 900 Feet High**

Both towers, to be purchased from Truscon Steel Co., Youngstown, O., will have an overall height of 900 feet. Plans for the WKY radiator call for sufficient strength to support a six-bay turnstile antenna on top adaptable for FM transmission. Each of the new towers will be part of a three-antenna array to be used with two shorter towers.

The WNAX radiator will be erected on its present tower site while WKY has purchased a 120-acre plot 8 miles north of Oklahoma City limits so as not to conflict with air traffic in the vicinity, a fact that has precluded other attempts of WKY to increase its tower height.

Mr. Gillett expects the new radiators will produce a field intensity signal of 300 millivolts for one mile for one kilowatt. The FCC minimum requirement is 175 mv. per mile for 1 kw. and Mr. Gillett believes that an increase of 20% in service area will result from the new antennas.

At present the highest self-supporting tower is at WSM, Nashville, which is 878 feet tall [BROADCASTING Yearbook, p. 366]. Highest in the world is reported to be the 1065-foot Blaw-Knox radiator in Budapest, Hungary.

## RCA Engineer Granted MIT Sloan Fellowship

W. ENDRES BAHLS, in charge of development and design work in connection with special radio tubes at the RCA Mfg. Co.'s Harrison, N. J. plant, has been awarded an Alfred P. Sloan Foundation Fellowship for a year of advanced study of industrial problems at Massachusetts Institute of Technology.

One of 11 engineers chosen from all U. S. industry to receive the honor, Mr. Bahls will spend one year at the Institute attending the Business & Engineering Administration School. Purpose of the Fellowship is to permit men actively engaged in industry to study such subjects as finance, accounting, labor relations, economics, law and marketing, stressing the sociological aspects of modern industry.

**Heads ABTU in Chicago**

CHARLES WARRINER, of the WBBM-CBS engineering staff, was elected to the presidency of the Associated Broadcast Technicians in the Chicago area at the organization's meeting June 5. He succeeded Franklin George of WCFL, Chicago.

THERE'S MORE FOR YOUR MONEY AT
CFNB
FREDERICTON—N.B.
1000 WATTS—BASIC C.B.C. OUTLET
WEED and CO.—U.S. Representatives
BOSTON
N.Y.

# Clear Breakdown By FCC Opposed In Appeal by NBC

## FCC Denies NBC Petition to Stay WHDH Order

LONG THREATENED litigation to forestall the new move of the FCC majority to break down clear channels developed June 7 with the filing of an appeal by NBC in the U. S. Court of Appeals for the District of Columbia against the FCC decision authorizing WHDH, Boston, to operate fulltime on the 850 kc. clear channel of KOA, Denver.

After repeated efforts to have the FCC reconsider and rehear the case, NBC counsel asked the court to reverse the Commission's decision. It claims the decision is in violation of FCC regulations, the North American Regional Broadcast Agreement (Havana Treaty), as well as the due process clause of the Fifth Amendment of the Constitution.

NBC did not petition the court for a stay order because at the time it had pending before the FCC a request that the WHDH fulltime grant be not made effective until the court has acted. On June 12, however, the FCC by a split 3 to 2 vote denied this stay, reaffirming the WHDH grant. NBC June 13 filed with the court a petition for a stay in the light of this action. Because the court has before it the broad issue of whether it is authorized to grant stay orders, prompt action was in doubt.

The Commission vote, reaffirming the WHDH grant, was as surprising as the previous rulings in the case. Chairman Fly and Commissioners Walker and Thompson voted for denial. Commissioners Case and Wakefield voted against, and Commissioners Craven and Payne were recorded absent. Comdr. Craven was appearing before the Senate Interstate Commerce Committee on the White Resolution at the time of the vote. He would have voted with the minority, as the leading proponent of clear channels. Chairman Fly, on the other hand, had not participated in the previous votes, and by so doing had permitted a 3 to 2 vote in favor of the WHDH grant.

### Intervention Denied

The appeal recites that the FCC on April 7 granted WHDH 5,000 watts with a directional antenna during unlimited hours of operation on 850 kc., as against its former operation as a limited time station with 1,000 watts. It was contended that the application violated the FCC's own regulations and that KOA, as well as other interested parties, were denied the right to participate in the formal hearings.

NBC, however, along with the Clear Channel Group and certain other parties in interest, was permitted to file briefs amicus curiae and to make oral arguments.

NBC contended the Commission erred in failing to return without action the WHDH application as defective under its rules; it erred in denying the NBC petition to intervene; it erred in denying the motion to dismiss the WHDH application, and that it erred in denying other petitions to intervene and for rehearing.

The ruling was held to be "erroneous, arbitrary and capricious" in that it constituted "an attempt by the Commission, while acting in its quasi-judicial capacity, to ignore and retroactively to repeal its own pronouncements promulgated while acting in its legislative capacity."

It was contended further that the decision was arbitrary and capricious because it was predicated upon a proposal for a new method of using the KOA clear channel, about which KOA had not received due and timely notice nor was it heard prior to the issuance of the final decision. Beyond that, NBC charged the findings and conclusions were insufficient to support the decision and that it was illegal, void and in violation of the due process clause of the Fifth Amendment in that it was based "upon facts and issues concerning which appellant was denied a hearing at any stage of the proceedings."

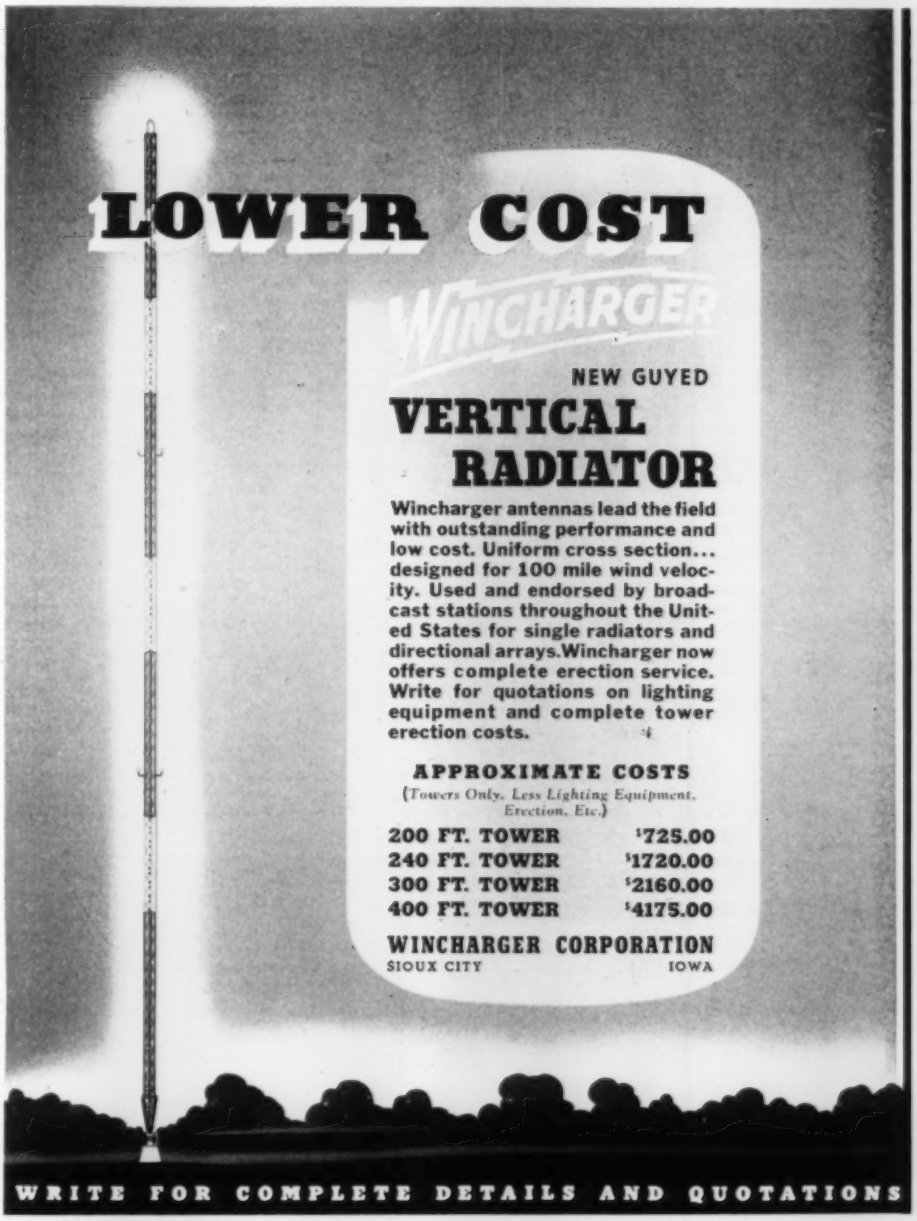
The KOA-WHDH case is regarded as a test to determine future FCC policy on maintenance of clear channels, 25 of which were provided for in the March 29, 1941 allocations pursuant to the Havana Treaty. Another case now pending involving a similar issue is that of WNYC, New York, municipally-owned station, seeking fulltime on the 830 kc. clear channel occupied by WCCO, Minneapolis.

The FCC voted the WHDH application by a 3-2 margin, with Commissioners Craven and Case dissenting. Chairman Fly and Commissioner Wakefield did not participate.

Sentiment exists on the FCC for three-way duplication of clear channels, notably those on the coast. This is on the theory that stations can be located on opposite coasts, with one in the center of the country on the same frequency and, through use of directional antennas, can provide greater service than a single high-powered station on the frequency. This view has been repudiated on technical grounds by leading engineers.

### Rough on Rodent

NO ONE smelled a rat recently when WJIM, Lansing, Mich., was thrown off the air three minutes. However, the engineer on duty, Mel Wirth, in his frantic search for the trouble discovered a rodent had crept into the transmitter, touching a high-voltage wire only to pay the supreme penalty.



LOWER COST
WINCHARGER
NEW GUYED
VERTICAL RADIATOR
Wincharger antennas lead the field with outstanding performance and low cost. Uniform cross section... designed for 100 mile wind velocity. Used and endorsed by broadcast stations throughout the United States for single radiators and directional arrays. Wincharger now offers complete erection service. Write for quotations on lighting equipment and complete tower erection costs.
APPROXIMATE COSTS
(Towers Only. Less Lighting Equipment, Erection, Etc.)
200 FT. TOWER $725.00
240 FT. TOWER $1720.00
300 FT. TOWER $2160.00
400 FT. TOWER $4175.00
WINCHARGER CORPORATION
SIOUX CITY IOWA
WRITE FOR COMPLETE DETAILS AND QUOTATIONS

*"Most everyone in the coverage area of WFDF Flint Michigan knows automobiles. Why, I can take this car apart in two seconds!"*


(U.P.)

THE MARK

OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

**UNITED PRESS**



WWL

NEW ORLEANS

**50,000 WATTS**

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate

Nat'l Rep. - The Katz Agency Inc.



**Salud - - - -**

In Other Words "Here's How"—*and here's how to reach an otherwise radio-isolated market effectively and economically*—

USE **KROD**

*Columbia's Outlet to the El Paso S.W.*

600 kc 1000 W (Day) 500 W (Night)


# Purely PROGRAMS

ON-THE-SPOT answers to questions phoned to listeners is found on *Hodge Podge Quiz*, on WCBS, Springfield, Ill. Lyle Munson, m.c., has a telephone on his desk in the studio so that answers phoned in to questions asked may be heard by the listening audience at the time they are received. Callers thus know immediately if they are winners. Sponsors include A. & W. Root Beer, Sangamon Farmer's Oil Co., and Willis Myers, home decorator, all of Springfield.

* * *

### Louisiana Tunes

OLD DELTA MUSIC and authentic New Orleans rhythm as interpreted by Lu Watters and his southern band, is a new feature on KYA, San Francisco. The band tunes are picked up from the Dawn Club and released by the station every Friday night. A verbal setting of each tune played, is given.

* * *

### The Complete Angler

DIGEST OF FISHING possibilities is presented by WIP, Philadelphia, each Friday evening during the summer. The programs, called *The Fishermen's Guide*, are conducted by Capt. Edward Mulvihill, fishing authority.

### Vacation Hints

A TRAVEL program, rolling education and entertainment into a unique script, is the *Air Travelogue* sponsored weekly on WFIL, Philadelphia, by the *Philadelphia Evening Ledger* newspaper. Designed to solve vacation problems, *The Traveler* describes the high points of cruises and overland tours. The publicity director of a nearby vacation resort is interviewed on each program.

* * *

### Behind the Bank Bars

BANK TELLERS, clerks, safe deposit employes and other members of the San Francisco Bank who deal with the public are presented in a new 15-minute radio roundtable broadcast on KPO, *You & Your Bank*. Virtually every subject concerning thrift, loans, wills, and the workings of a bank is covered in the weekly series. Program is sponsored by the San Francisco Bank.

### Youth Problems

DILEMMAS encountered by youth in the 20s are dramatized in the recently inaugurated NBC Pacific-Red network sustaining quarter-hour program, *Judy Jones*. Weekly comedy series is written and produced by Myron Dutton.

* * *

### Homes

AVAILABLE HOUSES for sale or rent are located during the week and their location announced on the Sunday program, *Home Planning Time*, on WGL, Fort Wayne, Ind. Information about building homes and decorating them is also given.

* * *

### Talent Draft

SUMMONED to report for a "talent examination" instead of a physical exam on *Talent Draft*, on WWDC, Washington, Government employes are drafted and inducted into program service if they pass the requirements.

## *Merchandising & Promotion*

**Superman Baboons—Plane Models**
**Money Quiz—Robe and Mask—Chest Ornaments—**

### Bucks for Questions

PRIZES to audience quizees and listeners are offered on WHO, Des Moines, *Sports Arena*, heard Saturdays 8 p.m. Bill Brown, WHO sports editor, pays $1 for sets of three questions submitted by listeners and used on the show. Questions are put to a team composed of representatives from sports, civic, fraternal and other organizations in the vicinity of Des Moines. Team answering most questions gets $10. Losing team $5.

* * *

### Man of Mystery

GARBED in black robe and mask, a mystery man has been sent to parade through the downtown area of San Antonio, Tex., by KTSA. He carries a sandwich poster calling attention to the new *Mystery Man* series, sponsored by General Mills for Wheaties, and distributes entry blanks for a local mystery man contest for letters on the subject "Why I Like Wheaties."

* * *

### Phila. Pop

VEST BUTTONS, elaborately packaged, were distributed by WPEN, Philadelphia, to the trade to herald its step-up in power June 16 from 1,000 to 5,000 watts. Copy read: "I popped my vest button . . . I'm so proud that I'm going 5,000 watts."

* * *

### Time for Yachtsmen

WITH summer and the yachting season here, WOR, New York, has posted 500 posters on the bulletin boards of all yacht clubs within WOR's area calling attention to the station's time signals which are accurate within a 25th of a second.

### WCKY Bulletins

A MINIATURE edition of the giant News-O-Graph sign of WCKY, Cincinnati, is featured as a display at the Miami Valley Industry and Defense Exposition at Music Hall, that city. UP bulletins travel across the sign, just as they do on the station's larger news sign on Fountain Square. WCKY broadcast the opening of the exposition with Gov. Bricker's address featured, as well as special daily pickups at the defense show. The station's plane also is on exhibition and is used as official exposition car to meet prominent visitors arriving by plane and train.

* * *

### St. Louis Maps

NEW day and evening coverage maps, compiled after two years of experimentation with the various types of station audience measurements, have been issued by KMOX, St. Louis as part of its "fifth series" on CBS listening areas. The maps graphically show the KMOX coverage area.

* * *

### Balloons From Roofs

SIMULATING the antics of "Superman", KTUL, Tulsa, promoted its new *Superman* series by tossing balloon blowups of the man of tomorrow from their 22d floor studios and from strategic roof tops around the city. The local Froug's Department Store is sponsoring the new program.

* * *

### Trade Swap

TRADE deal has been consummated whereby the *Washington Daily News* prints 150 agate lines daily about programs on WJSV, Washington, in return for spot announcements.

PROMOTION PIECES from two rival dairies in Charleston, S. C., adorn the rear license plate on the car of Phil Sutterfield, publicity director of WCSC. It was purely a "good neighbor" gesture, for when the dairy concerns each sent Phil the publicity piece, he could not play favorites with sponsors of two such well-liked programs, so he compromised as shown.

* * *

### Grocery Tieup

SO SUCCESSFUL was a test sales campaign of the United Grocers, San Francisco, in connection with KSFO's *Galen Drake* program, that the grocery tieup with the radio personality will be repeated in midsummer. Four items for the special drive will be selected. Advertising in newspapers in the United Grocers territory, as well as handbills will feature the items with special heading. Large window banners to tie up with special window displays will also be used.

* * *

### Models in Demand

SINCE recent announcement on NBC *Richfield Reporter* offering a series of 12 pictures of fighting plane models with building specifications obtainable at Richfield gas stations, Richfield Oil Co., Los Angeles, has been deluged with requests. Approximately 600,000 orders were filled the first week, according to Hixson-O'Donnell Adv., Los Angeles, agency servicing the account.

YOU MAY HAVE BEEN TOPS IN 1917, GRANDPA, BUT YOU COST 5 TIMES WHAT I DO, AND I PUT OUT NEARLY 3 TIMES YOUR POWER.
DON'T BRAG, GL-- A FEW MORE YEARS OF G-E RESEARCH AND YOU WON'T KNOW YOURSELF EITHER!
GENERAL ELECTRIC
GL-203-A

*Both "50-watters"..But today's GL-203-A gives you 15 times as many "watts per dollar"*

Were you a tube buyer in 1917? Probably not—but those who were know that General Electric was a leader in the tube business then, as it is today. The progress that's been made in "50-watters" is typical of the results achieved through G-E research.

You can get G-E tubes promptly through any of our offices—located in 80 principal cities. Get in touch with your G-E representative today. General Electric, Schenectady, N. Y.

**"How To Plan an FM STATION"**
*by W. R. David*
. . . is a valuable aid to any FM-minded organization. Ask the G-E representative who serves you for a free copy, or write direct to General Electric, Radio and Television Department, Schenectady, N. Y.

GENERAL ELECTRIC

## Guestitorial

(*Continued from page 30*)

6. During this period it is necessary to eliminate unemployment insofar as possible, so that all those not engaged in national defense can earn salaries to help pay the costs of defense, rather than be an added burden upon government or public charity. Advertising contributes directly and indirectly to greater employment in private industry.

7. Civilian morale likewise depends greatly upon a firm belief in the democratic system, and in its features of free enterprise and comptition. Advertising is of extreme importance in their maintenance.

8. In a democracy, to build civilian morale, it is important that we continue our media of entertainment and enlightenment: the press, the magazines, and the radio. Advertising supports all of these and makes them possible.

9. During times of national emergency it is important that consumers be given adequate market information: where to buy what they need, when to buy, and how to buy, in order that they may get the most out of the products and services they purchase. It is also important to regulate supply and demand, and to diversify as much as possible the spending of consumers, so that all business may prosper. Advertising is of the utmost importance in all these efforts.

10. An intangible value, and yet one of the most important possessed by any business man, is the "franchise value" of his product or business, established over a period of many years at great effort and expense. Advertising protects this priceless ingredient until return to normalcy.

11. Staggering national defense costs must be borne by taxes, which can only be paid by business and by wage earners in business. Therefore sales, wages, incomes and profits must not only be maintained but increased if possible. Advertising is of material aid along these lines.

12. Finally, advertising is a vital, inherent and integral part of our national economy. To stifle or curtail it would be to upset the economic balance; to foster and maintain it would be to preserve that balance, so essential to efficiency and national well-being.

PRESENTED with a certificate for distinguished service by the American Legion was Wm. F. Huffman (left), owner of WFHR, Wisconsin Rapids, Wis. Flanked by Comdr. James J. Plzak of the local post, Mr. Huffman displays his award.

## 'Kate Hopkins' Registers Gain in CAB May Data

ALTHOUGH the CAB report shows that almost all daytime radio programs suffered a drop in listeners during May, the CBS serial *Kate Hopkins*, sponsored by General Foods Corp., New York, for Maxwell House Coffee, increased its listening audience by 53% in that period, the April rating being 2.8 and the May rating 4.3. According to the CAB, radio listening tends to decline with the advent of summer, the average audience on quarter-hour five times weekly daytime programs dropping 8.8%.

The rise in popularity of the *Kate Hopkins* program coincides with three major changes in the format: The signing of Gertrude Berg as author, the addition of Constance Collier to the cast, and the scheduling of the broadcast at the earlier hour of 2:45 p.m. instead of 4:45 p.m. Benton & Bowles, New York, is agency.

### Sponsor Suit Shifted

P. B. WHITE Co., Philadelphia clothing concern, transferred to the jurisdiction of the Federal courts from the Philadelphia Court of Common Pleas its breach of contract claims against WIP, Philadelphia. In addition, the sponsor retained as additional counsel former U. S. Senator G. Wharton Pepper. A subpoena in sumpsit was filed against the station in the lower courts several months ago on charges growing out of cancellation of the daily P. B. White radio period shortly after WIP joined MBS. Sponsor used radio exclusively for almost five years.

## Lewistown, Pa., Local, WMRF, Makes Debut; J. M. Nassau Manager

COMPLETE personnel of the new WMRF, Lewistown, Pa., which went on the air June 1, has been announced by James S. Woods, vice-president of the station. The local outlet operating on 1500 kc. with 250 watts was authorized last Feb. 25 to the Lewistown Broadcasting Co. [BROADCASTING, March 3] which is 33 1/3% owned by the Sentinel Co., publisher of the *Lewistown Sentinel*.

The remainder of the stock is held by William Woods, Thomas C. Matthews and James S. Woods, all connected with the Pennsylvania Sand Glass Co. Walter S. Farnot, publisher of the *Sentinel*, heads the company as president.

Joseph M. Nassau, formerly manager of WIBG, Glenside, Pa., and prior to that manager of the old WLIT and WOO in Philadelphia, is general manager. Announcers are Bob McKenna, formerly of WWSW, Pittsburgh; Norman Sand, a graduate of Penn State; Joe Smiley, of Lewistown, and Tyler Port, of New York, both new to radio. Engineers are Bernard H. Bopp, chief engineer, from WLOG, Logan, W. Va.; Edward M. Noll, from WDEL, Wilmington, Del.; Francis Yonker, Philipsburg.

Modern studios have been constructed in the Hotel Coleman and Western Electric equipment has been installed throughout. Transmitter and a 168-foot Lingo tower are located in a newly-erected building on a four-acre plot one mile east of the studios. Contracts have been signed for UP news service and NBC Thesaurus.

### Bond Staff Picked

HOWARD DIETZ, motion picture executive, will serve as coordinator and managing director of the Treasury Department's radio programs when the Government takes over the *Fred Allen Texaco Star Theatre* time which has been donated by Texaco to stimulate the sales of National Defense Savings Bonds. He will be assisted by Paul Munroe, producer of the Fred Allen show, as program manager; Douglas Coulter, CBS assistant director of broadcasting, as production supervisor; Earle McGill, program director; Al Goodman, the orchestra leader on the Allen program, musical director; Herman Wouk, chief of writing staff and Connie Ernst, in charge of guest relations.

### Illegal Outlet Caught

AN UNLICENSED station, operating with 15 watts on 890 kc. and using the call letters, KIDA, was uncovered at Salida, Col., according to the FCC and the operator, who identified himself as O. W. Truehlood, is being held on $1,000 bail. Transcription entertainment with the evident idea of soliciting commercial sponsors was being furnished at the time of the arrest, it was stated by the FCC.


KSL
50,000 WATTS
SALT LAKE CITY
CBS
The single station that covers eleven big western states
Ask any Edw. Petry office for more information about KSL, one of the sixteen CBS 50,000 watt stations.

Fastest Growing Market in Southeast
2 New Shipyards—
10,000 New Workers—
40,000 Officers and Men—
A Sales Management *High Spot!*
WSAV
SAVANNAH
National Representatives
GEORGE P. HOLLINGBERY CO.

WIS COLUMBIA, S. C.
5000 Watts Day — CP 5000 Watts Night
560 KC • NBC Red
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

# Agencies

RICHARD NICHOLLS, timebuyer of Morse International, and his assistant, R. M. (Mike) Dubois have recently returned from a tour through New England and the south, visiting stations and surveying markets in connection with the 1940-1 radio campaign on Vick Chemical Co., New York, plans of which will be released shortly.

WALTER J. WEIR, formerly copy director of J. M. Mathes Inc., New York, has joined Lord & Thomas, New York, in an executive capacity.

STEVE SHOEMAKER, formerly of Ted Dahl Adv. Agency, Los Angeles, has joined Charles H. Mayne Co., that city, as account executive.

ROBERT G. JENNINGS, vice-president in charge of radio for H. W. Kastor & Sons Adv. Co., has returned to his Chicago headquarters after conferring with heads of branch offices on fall plans.

GEORGE R. BISHIP, formerly research director of the Anfenger Adv. Agency, St. Louis, has been named director of media, replacing M. O. Lauch who has resigned to join the Majestic Mfg. Co., same city.

HENRY F. WOODS Jr., publicity director of McCann-Erickson, New York, has written a book, *Profitable Publicity—How to Do It—How to Get It*, to be released shortly by Dorset House, New York.

CHARLES HOBAN Jr., account executive of the Aaron & Brown Adv. Agency, Philadelphia, has joined the York Safe & Lock Co., York, Pa., as director of advertising and public relations.

ROSEMARY LESAN, in the publicity department of Benton & Bowles, N. Y. since 1936, has joined the radio commercial department of the agency.

CLAIR A. WEIDENAAR, formerly radio promotion editor of the *Cincinnati Post* and special events director of WKRC, Cincinnati, has joined the radio department of Louis E. Wade Inc., Fort Wayne, Ind. as radio production manager.

HELEN VOELLER, of Westco Adv. Agency, and Chris Cronin of the Garfinkel Agency, San Francisco, were married recently in Idaho.

HAL GOODMAN, continuity supervisor of WHAI, Greenfield, Mass., has joined Blackett-Sample-Hummert, New York, as a radio copywriter.

CHARLES A. POOLER, formerly of Ward Wheelock Co. has been named assistant director of research of Benton & Bowles Inc., New York.

## Newton for Midgley

CARROLL NEWTON, with BBDO for the last 11 years, has been named by the agency as head of its radio time-buying department.

Mr. Newton

Mr. Newton replaces Ned Midgley, who left to become Sales Service Manager of CBS. Mr. Newton, well known to network and station officials throughout the country, has been principally associated with the Brown & Williamson Tobacco Co. account while with BBDO.

* * *

LEICESTER H. SHERRILL, account executive, and John Caples, copy director of BBDO, New York, have been elected vice-presidents of the agency. Mr. Sherrill was originally with BBDO from 1926 to 1928, rejoining the agency in 1938. Mr. Caples, with BBDO 14 years, is a recognized authority in the field of copy testing.

## Joins McCann-Erickson

IN LINE with increased radio activities of McCann-Erickson, Chicago, Earle G. Thomas, radio director, has announced the addition of Robert L. Smock, formerly continuity editor of WIRE, Indianapolis, to the radio staff. Before his affiliation with WIRE, Smock was associated with WFBM, same city, which he joined following his attendance at New York U. At McCann-Erickson Mr. Smock will both produce and write programs.

WINNER of first prize in a national advertising contest sponsored by Gamma Alpha Chi, national professional advertising sorority, was Dorothy Jean Carter, U of Missouri, senior. Miss Carter wrote a criticism of the Jack Benny program in a paper titled "Advertising Merits of the Jello Show to the Sponsor".

RADIO SCRIPT & TALENT, a new organization devoted to the servicing of agency radio departments, has been formed by Lewis Herman, formerly scriptwriter of Ruthrauff & Ryan, Chicago, and Seymour Keating, formerly radio director of B. G. Feldman Adv. Agency, Chicago. Address is 360 N. Michigan Ave., telephone is Dearborn 0351.

# AGENCY Appointments

FRANCIS H. LEGGITT & Co., N. Y. (Premier food products), to Joseph Jacobs Jewish Market, as merchandising and advertising agency for the Jewish field. Media to be selected.

PITTSBURG CHEMICAL Co., Pittsburg, Cal., to Sidney Garfinkel Adv. Agency, San Francisco.

PLANTSMITHS Ltd., Carmel, Cal. (plant food), to Gerth-Knollin Agency, San Francisco.

KIK Co., Montreal (soft drinks), to F. H. Hayhurst Co., Montreal.

BEACON LABS., Dover, Del. (proprietary), to Oswald Adv. Agency, Philadelphia. W. D. Lindsey is account executive.

CUDAHY PACKING Co., Chicago (food products division), to Critchfield & Co., Chicago.

SHALER FOOD PRODUCTS Co., Pasadena, Cal. (vitamin concentrate), to Lord & Thomas, Los Angeles.

ASSOC. HOSPITAL SERVICE of Illinois to Lane, Benson & McGuire, Chicago. E. Sherman Perlman, account executive. Radio will be used in fall.

GODISSART PRODUCTS Co., Los Angeles (Vita-Cell mouth wash), to Sidney Garfinkel Adv. Agency, that city. Local newspapers will be used with firm indefinite on immediate radio plans.

FLOREX GARDENS, North Wales, Pa. (florists), to Earle A. Buckley Organization, Philadelphia.

S & W FINE FOODS Inc., San Francisco, to Samuel C. Croot Co., N. Y., to handle New York advertising only. Rest of the S & W accounts throughout the country handled by Brisacher, Davis & Staff, San Francisco [incorrectly listed in May 26 issue].

GENERAL SHOE Corp., Nashville, to Robert Lasersohn & Co., St. Louis, Mo.

UNIVERSAL CAMERA Corp., New York City, to Dundes & Frank, N. Y.

[ BEHIND THE SCENES IN RADIO ADVERTISING ]

**WHEN HE SAID...**

## "*What?* NO RADIO DEPARTMENT?"

**I THOUGHT I'D LOST THE ACCOUNT...**

"Our billing doesn't justify a separate Radio Department. What did I do to keep Botts from going to another agency? Well, I simply set a date for an audition, explained my problem to NBC's Radio-Recording Division—then spent *my* time developing a good radio *sales* story for the Botts' account.

"Two days later, when Botts turned up again, we put on a professional audition of 'The Face of the War—as seen by Sam Cuff.' Botts beamed when he said, 'Say, that's what I call a big-time broadcast—and timely, too. You've got *me* sold, if the price is right.' Of course the price *was* right—much lower than he'd expected. And right now, 'The Face of the War' is selling Botts' merchandise faster than it's ever sold before."

"The Face of the War" is a five-minute, two-a-week, 13-week war news analysis series kept up-to-the-minute by current recording, and advertisers are started with the *current* shows—no outdated material is used! It's sponsored everywhere it's heard. This and other syndicated programs are still available in many leading markets at low cost. Write today for presentation, rates and availability.

(Remember, too, we have complete production and recording facilities for your "custom" programs—from one-minute announcements to 15-minute 5-a-week shows.)

NBC Radio-Recording Division
NATIONAL BROADCASTING COMPANY
*A Radio Corporation of America Service*

RCA Bldg., Radio City, N. Y. • Merchandise Mart, Chicago • Trans-Lux Bldg., Washington, D. C. • Sunset & Vine, Hollywood

**KIDO** Boise — NBC Red and Blue

JOHN BLAIR & CO. Nat. Reps.

**SOLDIERS RECEIVE PAYCHECKS**—(news item)

"Although the $200,000 is one of the biggest Army Pay totals ever given out in Idaho, Lt. Gaines said it was just a "drop in the bucket" compared to what the total will be. He continued that when Boise Air Base has its full complement of men and officers, the monthly payroll will be more than $850,000."

*THIS ADDITIONAL MARKET AT THE SERVICE OF KIDO*



XUM

# THE Business OF BROADCASTING

## STATION ACCOUNTS

*sp—studio programs*
*t—transcriptions*
*sa—spot announcements*
*ta—transcription announcements*

### WGY, Schenectady

Canada Dry Ginger Ale Co., New York (Spur), 3 *sp*, 3 *sa* weekly, thru J. M. Mathes Inc., N. Y.
Gulf Oil Corp., Pittsburgh (Gulf Spray), 2 *t* weekly, thru Young & Rubicam, N. Y.
Megowen-Educator Food Co., Lowell, Mass. (Krax), 3 *sa* weekly, thru Badger & Browning, Boston.
Procter & Gamble Co., Cincinnati (Oxydol), 5 *t* weekly, thru Blackett-Sample-Hummert, Chicago.
Sweets Co. of America, New York (Tootsie Rolls), 16 *sa* weekly, thru Biow Co., N. Y.
Colgate-Palmolive-Peet Co., Jersey City (Palmolive soap), 6 *sa* weekly, thru Ward Wheelock Co., Philadelphia.
Chr. Hansen's Labs., Little Falls, N. Y. (Freezing Mix), 3 *sp* weekly, thru Mitchell-Faust, Chicago.

### KFAR, Fairbanks, Alaska

Acme Brewing Co., San Francisco, *sp* weekly, for 13 weeks, thru Brisacher, Davis & Staff, San Francisco.
Olympia Brewing Co., Olympia, Wash., 39 *ta*, thru Botsford, Constantine & Gardner, Seattle.
Hazel Milbourne School of Business, Seattle, *sp* weekly, 13 weeks, thru Gilbert Wellington, Seattle.
Great Northern Rwy., St. Paul, 52 *ta*, thru Bronson West Adv. Co., St. Paul.
Chicago, Milwaukee, St. Paul & Pacific Railroad, 13 *sa*, thru Roche, Williams & Cunnyngham, Chicago.
Seattle Brewing Co., Seattle, 78 *sa*, thru Western Agency, Seattle.
Coleman Lamp & Stove Co., Wichita, 52 *sa*, thru Ferry-Hanly Co., Kansas City.

### WBT, Charlotte

California Fruit Growers Exchange, Los Angeles, 5 *sa* weekly, thru Lord & Thomas, Los Angeles.
Goodyear Rubber Co., Middleton, Conn., 6 *sa* weekly, thru N. W. Ayer & Son, N. Y.
Hecker Products Corp., New York (Eixby), 13 *sa* weekly, thru Benton & Bowles, N. Y.
Procter & Gamble Co., Cincinnati (Duz), 3 *sa* weekly, thru Compton Adv., N. Y.
Studebaker Sales Corp., South Bend, Ind., 2 *t* weekly, thru Roche, Williams & Cunnyngham, Chicago.
Brown & Williamson Tobacco Co., Louisville (Avalon), 6 *t* weekly, thru Russel M. Seeds Co., Chicago.

### WIP, Philadelphia

American Fruit Growers, Pittsburgh (oranges), 10 *sa* weekly, for 13 weeks, thru Walker & Downing, Pittsburgh.
Commonwealth of Pennsylvania, Harrisburg (highway safety), 7 *ta* weekly, thru Benjamin Eshleman Co., Philadelphia.
Dans Cancellation Shoes, Philadelphia (retail stores), 6 *sa* weekly, thru Dan Rivkin, Philadelphia.
Megowen Educator Food Co., Lowell, Mass., 5 *sa* weekly, for 13 weeks, thru John W. Queen, Boston.
Dr. Swett's Original Root Beer, New York, 6 *sa* weekly, for 26 weeks, thru C. L. Miller, N. Y.

### WKZO, Kalamazoo

Tank Car Stations Inc., Chicago, 28 *sa* weekly, thru Bryant Adv. Co., Chicago.
Drewry's Ltd. U. S. A., South Bend, Ind. (beer), 2 *sp* weekly, thru R. A. Moritz, Davenport, Ia.
Continental Oil Co., Ponca City, Okla. (Conoco), 52 *ta* weekly, thru Tracy-Locke-Dawson, N. Y.
Gardner Nursery Co., Osage, Ia., 52 *sp* weekly, thru Northwest Radio Adv. Co., Seattle.

### CKCA, Kenora, Ont.

Borden Co. Ltd., Toronto (Klim), 3 *sa* weekly, thru Young & Rubicam, Toronto.

### WICC, Bridgeport, Conn.

Colgate-Palmolive-Peet, Jersey City, 18 *sa*, thru N. W. Ayer & Son, N. Y.
Ward Baking Co., New York (bread), 108 *ta*, thru Sherman K. Ellis & Co., N. Y.
Packard Motor Car Co., Detroit, 14 *ta*, thru Young & Rubicam, N. Y.
F. D. Foss, Boston (Cynthia Sweets), 13 *sa*, thru Albert Frank-Guenther Law, Boston.
Hudson Motor Car Co., Detroit, 84 *sa*, thru Brenallen Agency, N. Y.
Manhattan Soap Co., New York, 52 *ta*, thru Franklin Bruck Adv. Agency, N. Y.
Penick & Ford, New York (My-T-Fine dessert), 30 *ta*, thru BBDO, N. Y.
Lever Bros. Co., Cambridge (Swan), 10 *ta* weekly, 52 weeks, thru Young & Rubicam, N. Y.
G. Krueger Brewing Co., Newark, 65 *sa*, thru Compton Adv., N. Y.
Chr. Hansen Labs., Little Falls, N. Y., 26 *sa*, thru Mitchell-Faust Adv. Agency, Chicago.
Ex-Lax Inc., Brooklyn, 115 *ta*, thru Joseph Katz Co., N. Y.
Church & Dwight, New York (Cow Brand soda), 156 *sa*, thru Brooke, Smith, French & Dorrance, N. Y.
Chin & Lee New England Co., Hartford (Chow Mien), 26 *sa*, direct.
Canada Dry Gingerale Co., New York (Spur), 260 *ta*, thru J. M. Mathes Inc., N. Y.
Cliquot Club Co., Millis, Mass., 170 *ta*, thru N. W. Ayer & Son, N. Y.
BC Remedy Co., Durham, N. C., 364 *sa*, thru Harvey-Massengale Co., Atlanta.

### WHK-WCLE, Cleveland

Hartung Aircraft Corp., Detroit (school), 3 *sp* weekly, thru C. E. Rickard Inc., Detroit.
Audiphone Co., Cleveland (hearing aids), 52 *sa*, thru William Ganson Rose Inc., Cleveland.
Hollywood Candy Co., St. Louis, 26 *sa*, thru Anfenger Adv. Agency, St. Louis.
Bireley's Inc., Los Angeles, *sa* series, thru Dan B. Miner Co., Los Angeles.
Utilities Engineering Institute, Chicago (school), 26 *sp*, thru First United Broadcasters, Chicago.
Macfadden Publications, New York (Liberty magazine), 39 *sa*, thru Erwin, Wasey & Co., N. Y.

### KECA, Los Angeles

Flamingo Sales Co., Los Angeles (nail polish), 7 *sa* weekly, thru Buchanan & Co., Los Angeles.
Ben-Hur Products Inc., Los Angeles (grocery products), 2 *sp* weekly, thru Theodore B. Creamer Adv., Los Angeles.
Innes Shoe Co., Los Angeles (retail), 4 *sa* weekly, thru Cloward Adv. Agency, Los Angeles.

### WRC, Washington

RKO Pictures, New York ('Citizen Kane'), 16 *sa*, thru Donahue & Co., N. Y.
Quaker Oats Co., Chicago (Sparkies), *sa* series, thru Ruthrauff & Ryan, Chicago.
Goodyear Tire & Rubber Co., Akron, 4 *sa*, thru N. W. Ayer & Son, N. Y.

### WEEI, Boston

*Boston Globe*, Boston (newspaper), 2 *sa* daily, thru BBDO, Boston.
Cape Cod Steamship Co., Boston (transportation), daily *sp*, thru Alley & Richards, Boston.

### WPAT, Paterson, N. J.

Wm. Wrigley Jr., Chicago (Spearmint gum), 42 *sa* weekly, 52 weeks, thru Vanderbie & Rubens, Chicago.
Kirkman & Sons, Brooklyn (soap flakes), 5 *sa* weekly, 13 weeks, thru N. W. Ayer & Son, N. Y.
Konga-Garrbo Corp., New York (Konga beverage), 5 *sa* weekly, 52 weeks, thru Brenallen Co., N. Y.
Harry Blum's Natural Bloom Inc., Passaic, N. J. (cigars), daily *sa*, thru Milton J. Adler Co., N. Y.

### KFI, Los Angeles

American Chicle Co., Long Island, N. Y. (gum), 5 *ta* weekly, thru Badger, Browning & Hersey, N. Y.
Federal Savings & Loan Institute of California, Los Angeles (investments), 5 *sa* weekly, thru Elwood J. Robinson Adv. Agency, Los Angeles.
Western Federal Savings & Loan Co., Los Angeles (investments), 4 *sa* weekly, thru Elwood J. Robinson Co., Los Angeles.

### WBNX, New York

Province of Quebec Tourist Bureau, 6 *sa* weekly, direct.
Fairmont Creamery Co., New York (butter), 2 *sp* weekly, thru Joshua Epstein Agency, N. Y.
Stricklers Inc., New York (men's clothes), weekly *sp*, direct.

### KFBK, Sacramento, Cal.

General Brewing Corp., San Francisco, 21 *sa* weekly, thru McCann-Erickson, San Francisco.
Insurance Securities Inc., Oakland (insurance), weekly *t*, direct.

### WMAL, Washington

RKO Pictures, New York ('Citizen Kane'), *sa* series, thru Donahue & Coe, N. Y.
Goodyear Tire & Rubber Co., Akron, *sa* series, thru N. W. Ayer & Son, N. Y.

### WABC, New York

Select Theatres Corp., New York ("Hellzapoppin"), 3 *sa* weekly, 13 weeks, thru Blaine-Thompson Co., N. Y.

### CKCY, Winnipeg

Pepsi-Cola of Canada Ltd., Montreal (soft drinks), 6 *sa* weekly, thru J. Walter Thompson Co., Montreal.

### KYW, Philadelphia

Starr Pen Co., Chicago (Waltham pens), 3 *sp* weekly, thru United Adv. Agencies, Chicago.

### Smith Heads Nebraskans

VERNON H. SMITH, general manager of KOWH, Omaha, has been elected president of the Nebraska Broadcasters Assn. for the ensuing year. Other officers elected were L. L. Hilliard, KGAY, Scottsbluff, vice-president; Art Thomas, WJAG, Norfolk, secretary-treasurer; W. I. LeBarron, KGNF, North Platte, and Don Searle, KOIL, Omaha, directors.


A NETWORK AT THE PRICE OF A SINGLE STATION

Z NET
HELENA
BUTTE
BOZEMAN
LIVINGSTON
IT'S NEVER TOO LATE TO TAKE ADVANTAGE OF THE Z NET!
We will get you there and save you money at the same time.
Box 1956—Butte, Montana


## MILES LABS. USING KEYSTONE NETWORK

MAKING an intensive invasion of secondary markets of the United States, Miles Labs. Inc., Elkhart, Ind. (Alka-Seltzer), on June 30 will start a transcribed *Lum & Abner* series on 94 stations via Keystone Broadcasting System, transcription network. The series comprises four quarter-hour shows weekly, Monday, Tuesday, Thursday and Friday, according to Michael M. Sillerman, network president.

At the start of the series June 30 an "Alka-Seltzer Week" is to be observed, featuring comprehensive merchandising tie-ups, local dealer display contests and station announcements and special programs. Wade Adv. Agency, Chicago, handles the account. Stations scheduled for the new campaign, according to Mr. Sillerman, include:

WMSL WBHP KCRG KCLN KBTM KIUP KOKO WFTM WTAL WGAU WMJM WKEU WMGA WAYX KWAL KTRI WTRC KVAK KIUL KVGB WOMI WAGM WHDF WJMS WDMJ WHLS KWLM WCBI WJPR WFOR WAML KWOC KEEX KORN KGNF KGKY KLAH KICA KAWM WSNJ WNBZ WGNC WGER WHKY WFTC WMFD WGTM KOVC KVSO KASA KHBG WBBZ KAST KBND KLEM KSLM KODL WFIG KGFX KOBH KNEL KGFI KAND KDNT KFPL KLUF KSAM KOCA KPAB KNET KPDN KIUN KVIC KSUB KVNU WCHV WFVA WMVA WLPM WJLS WLOG WBRW WBTH WHBY WATW WIEU WOMT WMAM WRJN KDFN KVRS KWYO WGAC WCBT.

## Disc Comedy for Fall Is Offered by Brisacher

BRISACHER, DAVIS & STAFF, San Francisco, has produced a new transcribed program, *Standing Room Only*, for national sponsorship next fall.

Hugh Herbert, movie comedian, is featured in the twice-weekly quarter-hour series dealing with the trials of a traveling troupe playing small towns. The leads include Lurene Tuttle, Hanley Stafford, Bill Burns orchestra. Brisacher, Davis & Staff is using the same technique as in the current Charlie Ruggles *Barrel of Fun* program, a sellout, which is producing before a live studio audience.

## Avacado Spots

CALAVO GROWERS OF CALIFORNIA, Los Angeles (avacados), regular user of national spot radio, on June 10 started a heavy participation schedule in a one-month western campaign. Contracted on a staggered schedule, quarter-hour programs include, *Norma Young's Happy Homes*, on KHJ, Los Angeles; *Charmingly We Live*, on KEX, Portland; *Your Food Is Your Fortune* on KJBS, San Francisco; *Homekeeper's Calendar* on KOMO, Seattle; *Linda Lee* on KSL, Salt Lake City; *Housewives Protective League* and *Sunrise Salute*, on KNX, Hollywood. Agency is Lord & Thomas, Los Angeles.

## School's Spots

NATIONAL SCHOOLS of Los Angeles (radio, and diesel engineering mail courses), are sponsoring four quarter-hour newscasts six times weekly on WINS, New York, and five-minute transcribed messages six times a week on WOV WNBC WELI KIDO KRSC KFIL WHBF KGMB WKZO WCPO KFIO KSLM. Agency is Huber Hoge & Sons, New York.

# Radio Advertisers

UNACAL PRODUCTS Inc., Los Angeles (Biff fly spray), in a West Coast campaign which started May 15 and runs through October, is using a staggered schedule of transcribed announcements on KBKR KFBR KERN KIDO KXL KMJ KOY KFSD KQW KVEC KTMS KHQ KUJ KIT. Firm previously covered same territory with live spot announcements. Agency is Lord & Thomas, Los Angeles.

MURINE Co., Chicago (eye drops), on June 16 starts a 13-week test campaign of one-minute transcribed announcements on KECA, Los Angeles and KGO, San Francisco. Schedule calls for two nighttime and four daytime announcements weekly. Agency is BBDO, Chicago.

BOSCO Co., New York (milk amplifier), on June 9 started a thrice-weekly quarter-hour musical show, *Bosco Bandstand*, on WBBM, Chicago. This series replaces *WBBM Musical Clock* for the same sponsor. Agency is Kenyon & Eckhardt, New York.

COMMUNITY MOTORS Inc., Chicago (new and used cars), on June 8 started a weekly quarter-hour resume of world affairs, *Donald McGibeny & the News*, on WBBM, Chicago. Harold L. Collen Agency, Chicago, handles the account.

ALL-YEAR CLUB of Southern California on June 5 started a one-month series of 10 quarter-hour transcribed variety shows on WBBM, Chicago, promoting tourist facilities and vacation spots. Agency is Lord & Thomas, Hollywood.

GENERAL FOODS Ltd., Toronto (Certo), on June 23 starts fruit market news for canners on CFPL, London, Ont.; CHML, Hamilton, Ont.; CFRB, Toronto; CKTB, St. Catherines, Ont. Account placed by Baker Adv. Agency Ltd., Toronto.

BORDEN Co. Ltd., Toronto (Melorol Ice Cream), has started a spot announcement test on CFRC, Kingston, Ont. The campaign is to be extended later to other Canadian stations. Agency is Young & Rubicam Ltd., Toronto.

CROWN DOMINION OIL Co. Ltd., Hamilton, Ont. (gasoline) on June 3 started 18 transcribed spot announcements weekly on five Ontario stations. Account placed by E. W. Reynolds & Co. Ltd., Toronto.

HOUSEHOLD FINANCE Corp., Chicago, on June 8 started a 13-week test campaign of six-weekly one-minute spot announcements on WKBH, La Crosse, Wis. Agency is BBDO, Chicago.

**AS HE ACCEPTS** desk set awarded KNX, Hollywood, at the recent St. Louis NAB convention for its winning sales promotion display of program presentations, George Moskovics (left), CBS Pacific Coast sales promotion manager, assures Donald W. Thornburgh, network's Pacific Coast vice-president, that it will be given front center position on his desk. Standard Radio Co., Hollywood recording unit, donated the award.

GOOD SHEPHERD FOUNDATION, Hollywood (alcholism treatment), new to radio, in a 13-week test campaign started June 2, is sponsoring four quarter-hour talks per week on KFWB, that city. Titled *Chats on Child Raising*, the series features Drs. John and Jim Gibson as commentators. Foundation in addition also uses seven spot announcements per week on that station. Advertising Arts Agency, Los Angeles, has the account.

PACKARD DEALERS of California, Los Angeles, is sponsoring a weekly half-hour transcribed dramatic program titled *Packard Playhouse* on KFI, that city. Contract is for 13 weeks, having started May 29. Dr. Kimball S. Sant is writer-producer of the plays which feature prominent film and radio players. Series, placed direct, was cut by C. P. MacGregor Co., Hollywood.

FORREST STOVE WORKS, Los Angeles, out of radio for six months, on June 2 started a four-weekly quarter-hour program, *Stove-Poker Philosopher*, on KFAC, that city. Contract is for 13 weeks. Program features Fred Forrest, head of the firm, as commentator. Adv. Arts Agency, Los Angeles, has the account.

B. F. GOODRICH RUBBER Co., Akron, recently started sponsorship of *Dinner Hour Melodies* six times weekly on KROW, Oakland, Cal. Agency is BBDO, New York.

ROSSI & Co., San Francisco market, is sponsoring a quarter-hour program and two spot announcements weekly, on KROW, Oakland, Cal. Agency s John Hart Adv., San Francisco.

CHICAGO MOTOR CLUB, on June 8 started a thrice-weekly quarter-hour news broadcast, *What's New in the News*, featuring Norman Barry, on WENR, Chicago. The last week in May the club started six-weekly quarter-hour news programs on WHIP, Hammond, Ind. Contracts run through the summer. Agency is Aubrey, Moore & Wallace, Chicago.

COAST ICE CREAM Co., Los Angeles (chain stores), seasonal radio user, through Adv. Arts Agency, that city, has started daily participation in *Rise & Shine* on KHJ, that city. Contract is for 13 weeks, having started June 2. Other Southern California radio is contemplated.

GOV. LEE O'DANIEL of Texas, candidate now for the U. S. Senate, and his hillbilly band are being heard via transcriptions throughout the State in schedules placed on various stations until June 25, eve of the election.

RCA Mfg. Co., Camden, has announced a new compact 15-watt sound system unit adaptable for mobile, portable or permanent installation.


THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

JOHN BLAIR & COMPANY
*National Representatives of Radio Stations*



WSYR
5000 WATTS
(AUTHORIZED)
DAY AND NIGHT

WSYR, now serving a primary of 1,000,000 persons, will shortly increase power to 5000 watts. Broadcasting on the favorable frequency of 570 KC, this familiar voice, 18 years on the air, will deliver a more powerful signal to an enlarged audience in the populous center of New York State.

WSYR SYRACUSE, N. Y.

5000 W. (AUTHORIZED)
570 K.C.
AN H. C. WILDER STATION
REPRESENTED BY RAYMER
N. B. C.



"IMPERIAL LEADER"

THIS SENSATIONAL TRANSCRIBED STORY OF THE LIFE OF WINSTON CHURCHILL HAS JUST BEEN SOLD TO A NATIONAL ADVERTISER FOR USE THROUGHOUT THE DOMINION OF CANADA

*For information in regard to national or regional sales write or wire to*

Kasper-Gordon, Inc., 140 Boylston St., Boston
Howard C. Brown Co., 6418 Santa Monica Blvd., Hollywood

KDYL
Showmanship wins popularity that builds sales in the Intermountain Market
KDYL
The POPULAR Station
Salt Lake City
Representative: JOHN BLAIR & CO.
NBC RED NETWORK

# Running Account of Hearings

(Continued from Page 27)

World Series, exclusively contracted to MBS, but that the restrictions of other networks prevented acceptance.

Senator Gurney, however, interposed that MBS had an exclusive contract with the baseball leagues and that therefore the service was not available to the other networks.

### *Boon to Affiliates Is Seen by Caldwell*

After considerable discussion, Senator Brooks (R-Ill.) said that as he understood it MBS, along with the other networks, was offered the opportunity to bid on the World Series rights and that MBS got the exclusive. Mr. Weber confirmed this and explained that it has been common practice in radio for the networks to procure exclusive rights on particular outstanding sports broadcasts. He said that if the World Series had been given to all networks, it would have been on a sustaining basis.

Again returning to prepared script, Mr. Caldwell said MBS feels it can live under the regulations. He predicted this new order would prove a boon to affiliates and that most of the opposition was based on misunderstanding. Moreover, he pointed out, Chairman Fly had stated that the FCC was prepared to consider the rules further. He urged that the networks go back to the FCC and ascertain what provisions are unduly onerous and make suggestions accordingly.

Asserting the regulations are not unreasonable in his judgment, Mr. Caldwell said he was under no illusion that they are perfect and that they would be a panacea.

He also supported the FCC procedure. In this respect, he stated he had been a critic of the Commission in the past, but had no complaint on the manner in which the monopoly hearings were handled.

When Senator Clark asked whether he regarded the existing statute as sufficient and whether there should not be a general investigation to ascertain whether the law is adequate, Mr. Caldwell said he saw no necessity for revision of the statute, although it could be improved by amendment. He said he did not purport to talk for the industry in this regard.

Senator Clark said a number of his station constituents had given him the impression that they regarded the law as too broad; that they were opposed to the FCC regulations, and favored steps which would provide a more stable basis for both present and future broadcast operations.

### *Stay Orders by Courts Favored by Witness*

Pressed for specific criticisms of the existing law, Mr. Caldwell commented on certain jurisdictional aspects. For example, he recited that last year the courts held they have no power to issue stay orders and he felt that should be remedied.

Describing this as "important", Senator Clark observed that if the new regulations became effective, then stations would have no place to go to get injunctive relief. Mr. Caldwell, however, recalled that Chairman Fly had assured the committee that stations which litigate in good faith and with reasonable expedition will not be penalized.

Senator Clark said that since the present statute is nearly 15 years old, it is hardly possible that Congress contemplated the exact situation as it is today. He said his concern was whether Congress should not go a little slow and if there are substantial defects in the law, whether they should not be remedied by Congress.

Pointing out that there is now before Congress legislation along the lines of the Logan-Walter Bill to establish uniform administrative procedure, Mr. Caldwell said he did not see how Congress could write laws in advance for radio, and that he felt the general procedural statute should be written.

He added he did not think Congress should interfere with a Commission of experts unless they are "dishonest", and in that event it should dispose of the men.

Senator Clark nevertheless said it was a serious thing when a Commission issues an order that a company give up half of its property. There should be very careful legal safeguards, he said.

Concurring, Mr. Caldwell said there were days when he did not agree with the FCC's moves and even questioned its integrity. But he said he felt in the last few years the FCC has improved and that it was, in his judgment, following generally orderly procedure.

### *Political Influence Charged by Wheeler*

Senator Wheeler fired another dart into the Commission, however, with the observation that it does not follow uniform procedure. Asserting there is too much politics or other pressures, he said that an applicant who has influence may get his application granted without a hearing, while another applicant with an identical case, will be forced to go to the expense of a hearing and subject it to delays.

He commented, too, that several years ago when a bill was proposed to rewrite the statute, CBS and NBC were opposed to it. He said it appeared to depend upon which group was happy with FCC activity.

Mr. Caldwell contended that it seemed to "depend on whose ox is

**INTERVIEWING** sisters of the skillet on her *Home Forum*, feature on WRC, Washington from the Washington Airport, is Mary Mason (right). Having an aversion for picnics, she gathered some 20 of her home economics friends in the Capital for the National Conference of Defense, and entertained them at lunch aloft aboard two American Airlines flagships. Gathered around the mike just before the takeoff are (l to r) Clara Gebhart Schneider, national chairman of Home Economics Women in Business; Katherine Smith, head of the National Canners Home Economics Kitchen, and Marjorie Black, HEWB national secretary.

Overnight Service That Flys

Air express us your recorded Electrical Transcription or Phonograph Record acetate. It's just an overnight hop. We process and, within 12 to 24 hours, have your sample pressing winging its way back to you. Allied service and quality have rated tops since 1934. So next time get air minded. Try . . .

RADIODISC
Allied
RECORD MFG. CO.
1041 NO. LAS PALMAS AVE. • HOLLYWOOD, CALIF.

CHNS
HALIFAX
NOVA SCOTIA
The Busiest Commercial Radio Station of the Maritimes
JOS. WEED & CO.
350 Madison Avenue, New York

being gored". He said that he had not detected any crackdown or punitive policy by the Commission. He declared he preferred the regulation by law to "shadow-boxing" which had occurred in the past.

Mr. Caldwell commented that the current rules do not constitute the first instance in which the FCC has indulged in regulation of chain broadcasting. Among other things, he declared, he had detected 10 separate decisions where the FCC had reached judgments opposite from those embraced within the rules.

Asked by Senator Clark why NBC should be requested to relinquish the Blue, Mr. Caldwell replied there are only four networks, and NBC is in the position of having two. Moreover, he said, the Red and the Blue are not really competitive but the Blue is used as a buffer, largely against MBS. A system of discounts employed by NBC makes its competition very difficult for MBS, he declared.

### *Greater Freedom Foreseen by Weber*

Senator Clark interposed, however, that a number of his constituent stations are satisfied with their NBC affiliations. Mr. Weber said this was probably because those stations, with no competitors in the same city, have an advantage since they get the commercial benefit of the Red and the sustaining programs of the Blue. He insisted the new regulations would give existing network outlets first choice and therefore provide greater freedom.

Mr. Caldwell said that since the issuance of the rules, MBS has received a number of communications from Blue stations which interpreted the rules as permitting them to affiliate with MBS, as well as to retain their present network association.

Taking up the question of FCC jurisdiction, Mr. Caldwell said he did not interpret Section 303 (i) of the law as limiting the Commission to regulation of only physical aspects of network operation. There have been past attempts, he pointed out, to regulate network broadcasting by the FCC, but these failed to materialize.

He mentioned particularly the effort of former Commissioner Irvin Stewart, whom he described as "one of the ablest men ever to sit on the Commission", which proved futile. And he claimed that in its earlier days CBS solicited "the aid of the Government" to make its competitive position more favorable by more rigid regulation of NBC.

Present at the hearing were Senators Wheeler, Gurney, Clark, Tunnell and McFarland.

### *MBS Ownership Explained by Weber*

Resuming the stand for the second day, Messrs. Caldwell and Weber performed as a dual witness team, answering questions in their particular spheres, while Mr. Caldwell offered the direct testimony.

Senator Wheeler said he had received a call from an unidentified Montana broadcaster who told him that if the rules went into effect it would be impossible for CBS to run a line into the State.

Mr. Weber said he could only anticipate the reason, but he thought that apparently this was founded on the belief that if there are no time options, the network would not regard it as feasible to extend its line into the State. On behalf of MBS, he said, it planned to offer service in Montana and that elimination of the existing 28-day option held by the other networks would make this feasible.

Asked by Senator Wheeler who are the "real owners" of MBS, Mr. Weber outlined the cooperative ownership of the company. He said that WOR, WGN and Don Lee each own 25 shares of 99 shares issued, with 6 shares each held by Colonial Network, United Broadcasting Co. (WHK-WCLE), WKRC, Cincinnati, and CKLW, Windsor-Detroit. He said there were prospects of 4 additional stockholders within the next 6 months.

MBS, he declared, as a cooperative organization, makes no corporate profit but acts as a clearing house. The individual stations get their card rates minus commissions and earn the profits.

Denying a report that the *Chicago Tribune*, operating WGN, recently put $500,000 into MBS, Mr. Weber said that WOR, WGN and Don Lee each had contributed $109,000 toward MBS operation last year and the other stockholder stations $41,000 each. Those which paid the $109,000 figure had guarantees of $200,000 payments and the others of $50,000 payments.

### *Caldwell Discusses Authority of FCC*

Responding to Senator Clark, Mr. Weber said that MBS has been "profitable in varying degrees to the stations". He said there is no program or engineering expense and that sustaining service is provided by the affiliates. If MBS were operated like the other networks, Mr. Weber said, it would be difficult to ascertain whether it would make a profit because of the varying program and expense factors.

Returning to his analysis of the FCC's jurisdiction, Mr. Caldwell was interrupted by Chairman Wheeler, who asked whether the Commission has the power to regulate purported monopoly in broadcasting. Mr. Caldwell argued that the Commission has the power to grant and deny licenses and that the law specifically requires it to

## KYW Buys Reuters

KYW, Philadelphia, has subscribed to the Globe-Reuters News Service, the only radio station in the world other than the BBC to have a direct Reuter's line to its newsroom. In addition to covering all possessions of the British Empire, the service also controls the Havas news agency in South America and has an extensive coverage in the Orient. KYW also subscribes to Associated Press, United Press and the Western Union sports ticker. The Reuter service is shortwaved from London to New York and relayed by teletype.


The Northwest Keeps Tuned to WTCN

"Air Arena of Northwest Sports"

NBC STATION — ST. PAUL — MINNEAPOLIS

All These and More Sports Broadcasts for WTCN Listeners

SPORTS REVIEW
5:45 P. M. Daily Except Sunday
ST. PAUL OPEN GOLF TOURNAMENT
July 25 Through July 27
BASEBALL SCORES
10 P. M. Daily
GOLF HINTS
By Minnesota Professional Golfers' Ass'n.
MINNESOTA STATE HIGH SCHOOL BASKETBALL TOURNAMENT
MINNESOTA STATE AMATEUR GOLF TOURNAMENT
July 7 Through July 12
HOCKEY
All St. Paul and Minneapolis Home Games
BASEBALL
All St. Paul Games
FOOTBALL
All University of Minnesota Games
MINNESOTA STATE OPEN GOLF TOURNAMENT
August 25 and 26
HIGH SCHOOL FOOTBALL GAMES
MINNESOTA STATE WOMEN'S GOLF TOURNAMENT
July 28 Through August 2
BOXING
All Important Bouts
WRESTLING
From St. Paul and Minneapolis Auditoriums

Baseball!
Golf!
Boxing!
Wrestling!
Hockey!
Football!
Track!
Racing!
Basketball!
Bowling!

FREE & PETERS, INC.
National Representatives
New York, Chicago, Detroit, Los Angeles, San Francisco, Atlanta.



WBNX NEW YORK

ONE OF NEW YORK'S BEST KNOWN STATIONS FOR IT'S *Intimate* PROGRAM APPEAL TO AMERICA'S LARGEST MARKET

5000 WATTS *Directional*
OVER METROPOLITAN NEW YORK

**IS THIS A MAJOR MARKET?**

**Buyers of advertising measure a market's value by two basic factors — "*how many people? . . . how much do they spend?*" Here are the answers for the WLAW market:**

*PEOPLE—2,946,855 in the primary and secondary listening areas.

*THEY SPEND — $1,024,196,000 annually.

* *U. S. Census*

**Compare these figures with other *major* markets.**

**WLAW**

**LAWRENCE, MASS.**

**5000 WATTS 680 K. C.**

***Columbia Affiliate***

**National Representatives**

**THE KATZ AGENCY, INC.**


ascertain the character, financial, technical and other qualifications of applicants. Consequently, he said, it was his judgment the Commission can take into account all relevant matters.

Mr. Caldwell declared the FCC had three specific regulatory fields —physical or technical aspects, concerning which there could be no question of jurisdiction; the economic field, now under debate, and the question of program control. In the latter instance, he said, the law specifically forbids the Commission to exercise censorship powers and that he felt the Commission had gone too far into this phase.

Senator Clark interposed that the "monopoly thing doesn't bother me" and that it is important only when it affects the public interest. He pointed out that Pan-American has had a monopoly in aviation and that monopolies exist in many other fields because no other enterprises would risk the investment or had the inventive genius to pioneer.

### *Free Competition Defined by White*

On the economic phase, Mr. Caldwell said the Supreme Court in deciding the so-called Sanders case had upheld the FCC's free competition theory. Explaining that he had lost this case, he said nevertheless it was his notion that the Supreme Court had decided the case properly.

Senator White, however, refused to accept this theory. He declared that all of the FCC rules, establishing clear channels, regionals and locals, limiting power, time and other allocations, negatived the idea that "we have adopted the theory of free competition in radio".

Before the breakdown of the old law in 1926, when stations were permitted to operate on any wavelength and with any power they desired, "free competition existed", he said. But Congress turned away from that when it enacted the Radio Act of 1927, on the theory that there could not be free competition because of the technical and physical limitations.

While Mr. Caldwell agreed in principle with Senator White's philosophy, he said that even with the limitations, the Commission may take competition into account.

When Senator White commented that he couldn't find a "consistent course" from the start of radio regulation to this hour, even in the briefs and writings of attorneys, Mr. Caldwell said he was concerned about "briefs" and other documents stacked before Senator White. He said he had argued other theories in the Sanders case and in representing the Clear Channel Group.

Totally aside from Section 303 (i), giving the FCC jurisdiction to regulate chain broadcasting, Mr. Caldwell said that under Section 310 (b), involving transfers, he felt the Commission had the authority to ascertain "the degree of control" passed along to networks by stations under exclusive contracts and time options.

### *Recall Origin of Radio Act of 1927*

What amounted to a memory contest on the origin of the original Radio Act of 1927 developed during examination of Mr. Caldwell by Chairman Wheeler and Senator White. Senator White said it should not be overlooked that the monopoly provision of the Act had to do with a finding of guilt by the courts, as the basis for automotic denial of a license.

Senator Wheeler recalled that the reason for the provision grew out of RCA having been found guilty of violation of the anti-trust laws and in this connection he mentioned that "one particular individual", now employed by RCA, had led this anti-RCA fight. He referred, presumably, to Oswald F. Schuette, RCA public relations advisor, who formerly headed the Radio Protective Assn., which fostered dissolution of what was characterized as "the radio trust".

Senator White insisted the inspiration for the provision was a study made by the Federal Trade Commission of the so-called radio monopoly, preceding the dissolution of the original ownership of RCA. Mr. Caldwell, however, said that the monopoly complained of initially had to do with patent apparatus and RCA exclusive traffic arrangements for its communications service.

The so-called Davis Equalization Amendment of the original act, concentration of power in the hands of individuals or closely held companies, and clear channels all were thrown into the discussion during the "memory contest".

Mr. Caldwell criticized sharply the "propaganda" of opponents to the rules, which predicted chaos, confusion, anarchy and destruction. Actually, he said, only two of the new rules pose serious questions. One is on exclusive contracts and the other time options.

### *Urges Net Programs For Remote Areas*

He said that NBC had operated without exclusive contracts or time options for many years and that it has succeeded in selling time outside the option period so that the "difficulty can't be too great". CBS, he held, had one-year contracts up until 1936.

On the network competition phase, Mr. Caldwell predicted that the number of networks will be fixed by economic considerations and the law of supply and demand. He chided Senator White for his suggestion that the FCC equalize the network affiliate situation through use of its power to allocate frequencies and facilities. He cited the situation in Louisville as an example of difficulty in enforcing such a reallocation.

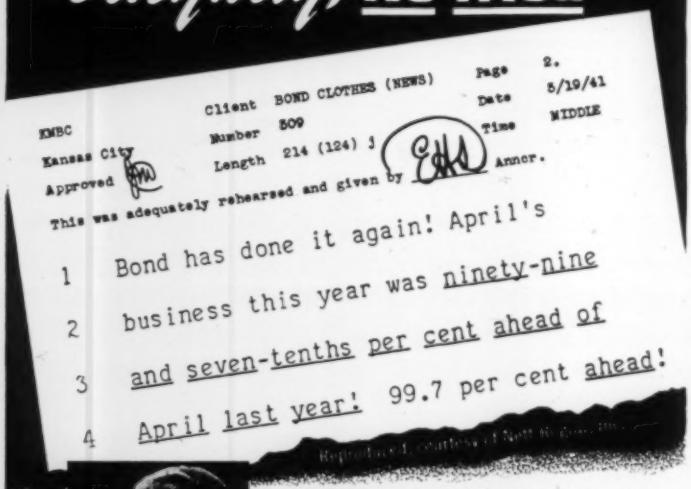
The examination drifted to the

GOLDEN HORSESHOE girls was the title given this duo, who distributed traditional good-luck symbols at the NAB convention last month in St. Louis for WJR, Detroit, and WGAR, Cleveland.

### Bond Song Freed

ACTING to give the U. S. Treasury the full benefits to be derived from the playing of Irving Berlin's new song, "Any Bonds Today", ASCAP has released the number for performance "by any one at any time without charge". In answer to Secretary Henry Morgenthau's request for the bond-selling song to be released so it can be played on all radio stations, whether or not they have ASCAP licenses, ASCAP reports, it replied that "ASCAP is delighted to comply with your request and notices are going out to all users of music that ASCAP releases this song irrevocably for performance by any one at any time at any place without charge."


**Anyway, we tried--**



KMBC Client BOND CLOTHES (NEWS) Page 2.
Kansas City Number 509 Date 5/19/41
Approved Length 214 (124) Time MIDDLE
This was adequately rehearsed and given by Anner.

1 Bond has done it again! April's
2 business this year was ninety-nine
3 and seven-tenths per cent ahead of
4 April last year! 99.7 per cent ahead!

ERLE SMITH
KMBC NEWSCASTER

**Frankly, we hoped the April sales of Bond Clothes in Kansas City would *double*. They didn't. Not quite, as you'll note from this Bond commercial used May 19th. But Erle Smith and his 5:45 p. m. newscast *did* boom business 99.7%, so you understand why we're not *too* heart-broken.**

***LOOKING FOR RESULTS LIKE THIS?***
***KMBC CAN DELIVER THEM!***

FREE & PETERS, INC.
CBS BASIC NETWORK

**• KMBC of Kansas City**

CONGRATULATING singers Dinah Shore and Lanny Ross on their duet rendition of his ballad, "Dixie Girl", is balladeer Kent Cooper (center), better known as general manager of AP, now serving radio through its subsidiary, PA. The song was heard June 3 on Lanny Ross' program sponsored by Campbell Soup Co. for Franco-American spaghetti on CBS.

desirability of clear channels, when Senator Wheeler insisted it was the duty of the networks to put programs on small stations in remote areas. The networks are making "big money", he said, and it is their responsibility to see that the smaller stations get good programs, even though they make "a little less money". He said he hoped the Commission would do something about it. Maybe "a few of the clear channels are justified", he said.

Mr. Caldwell, a staunch advocate of clear channels as a means of providing rural service and counsel for the Clear Channel Group, said there might be some justification for the "rural free delivery" theory, by making the more profitable areas pay for the non-profitable ones.

Alluding to the position taken by Mr. Ethridge, the MBS attorney predicted that the Louisville executive would rather accept the FCC regulations than have the Commission force WHAS, *Louisville Courier-Journal* station to "swap its assignment" with some other station in Louisville, as had been suggested by Senator White. The Maine Senator, however, observed that by the same token the FCC might find it expedient to reduce the wattage of WGN and WOR.

### *Praises Radio for Impartial Attitude*

Again criticizing politics in radio regulation, Chairman Wheeler said he wanted stations to be "free from domination of both Government and private concerns". He said he did not like the idea of the Commission saying to stations "you shouldn't put on particular programs" or to "hold a club over the station" because the owner might be in disfavor with the Administration. He charged that the FCC has been dominated politically during the Republican Administration and that "it has been true to some extent during the Democratic Administration."

Taking a somewhat different stance, Senator Wheeler said it was his view that radio has very materially assisted in bringing about "freedom of discussion". Many newspapers were partisan and gave less prominence to news they did not agree with until radio came into the field and both sides were heard on the air, he added. The radio industry on the whole has done a good job but many newspapers still color news and do so to a greater extent than has radio, he said.

Another tirade against commentaries on the air was opened up with this line of discussion. Senator Clark asked whether the FCC has the power to compel networks and stations to list "news" as such and not "editorial opinion". He said that 75% of the "news reporters" so listed, are actually "nothing more than editorial commentators."

Mr. Caldwell said he did not think the Commission had the power to handle such a matter. Mr. Weber interposed that the newspapers themselves made the listings and that networks and stations have no control whatever over them. Insofar as MBS is concerned, he said, commentators are called "news analysts" and regular news periods of press association bulletins are labeled otherwise.

### *Caldwell Opposes Network Licensing*

Insisting that something should be done, Senator Clark said that the "wildly biased editorial tirades" under the heading of news, constitutes misrepresentation to the public and that unless something is done about it, there will be "some sort of legislation".

Mr. Caldwell said he was opposed to grant of power of that nature to any regulatory body, since it would approach censorship. He added he was opposed to the licensing of networks as such, since such power might eventually mean licensing of program production and result in censorship.

When Senator Wheeler observed that the Commission might take care of the commentator-news situation by citing stations on renewal of license if they did not present both sides, Mr. Caldwell reiterated

### Works After Wreck

TURNER GRIFFIN, RCA installation expert specializing in police radios, owes his life to the fact that a police transmitter he was road-testing functioned even after the car in which it was installed overturned in a traffic accident. Griffin was in an Orlando, Fla., police car with an officer, while Harry Mickel, manager of RCA police radio sales, stood by receiving equipment in the station house. After the accident, which demolished the police car, the driver switched on the mobile transmitter and called the station house. Mickel phoned a hospital, which sent an ambulance. Griffin's injuries included a severed artery, torn leg muscles and head wounds. He is recuperating at his home in Audubon, N. J.

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# *Net Rules May Curtail Church Programs, Pastors Predict in Letter to President*

MAINTAINING that enforcement of the FCC monopoly regulations would curtail and jeopardize the increasingly important program of religious broadcasting, a group of 62 Christian ministers, headed by Dr. Harry Emerson Fosdick, of New York's Riverside Church, in a May 28 letter to President Roosevelt urged that enforcement of the regulations await "a full and searching investigation."

In the letter, introduced last Wednesday by Louis G. Caldwell, MBS counsel, into the record of the Senate Interstate Commerce Committee hearings on the White Resolution, the clerics held that the action proposed by the FCC is "hasty, drastic, and ill-considered."

### 'Propaganda'—Caldwell

During his testimony before the Committee last Wednesday, Mr. Caldwell called attention to the letter, citing it as another example of the "propaganda" instigated by opponents of the FCC monopoly regulations. Mr. Caldwell also mentioned a previously offered petition of similar character circulated by the Women's National Radio Committee of the General Federation of Women's Clubs.

He commented that apparently there would be no programs for the ladies, agriculture or religion if the monopoly regulations were put to effect. He added that MBS proposed to continue providing such sustaining programs, nonetheless.

Mr. Caldwell's comments on the ministers' letter also drew the observation from Chairman Wheeler (D-Mont.) that it was "typical of the misinformation that gets out with every piece of legislation."

The large majority of the 62 signers of the letter were from the New York area.

The letter to President Roosevelt stated:

"We, the undersigned Christian ministers, of many different denominational backgrounds, who have had the privilege of using the radio networks of NBC, appeal to you in this letter because we are convinced that all programs of religious broadcasting stand today in serious peril.

"The recently issued report of the FCC, if put into effect, would, in our judgment, greatly curtail the opportunity for such nationwide service, and would jeopardize cultural, educational, musical, and religious broadcasting in general. During recent years while the present national network system has enabled us to build up a continental audience for a non-sectarian, inclusive, religious message, we have received some five million letters.

"This response from the American people has convinced us that religious broadcasting is rendering a real service to the nation. Since none of us has any personal gain whatever at stake in the matter, we feel free to plead for careful consideration of this important subject before action is taken.

### Hasty and Drastic

"The action proposed by the FCC seems to us hasty, drastic, and ill-considered. Before so radical and precipitate an action is taken, we appeal to you for a full and searching investigation of this entire question, in the endeavor to determine whether the present organization of the radio industry or the proposed alternative will better serve the interests of all the people.

"In a time of crisis, when morale is vitally important, and when a spiritual ministry of non-sectarian character is by common consent needed as never before, it seems to us deplorable thus to throw religious broadcasting into confusion. Certainly we feel sure that no such action should be taken except after thorough investigation and upon convincing evidence of need."

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that such power should not be given the licensing authority since it inevitably would lead to program control, censorship, or worse.

Mr. Weber argued that MBS does its utmost to label news "news" and commentaries as such. Senator Wheeler, however, said that he thought that perhaps MBS might be "worse than other networks in this respect". Senator Tobey also barged in, criticizing the preponderance of "interventionist" partisanship displayed not only on the air but in the newsreels, newspapers and elsewhere.

Mr. Weber said that Fulton Lewis jr., Washington commentator for MBS, was regarded as pro-isolantionist—an observation that later came into the discussion when Senator Clark said it was his view that Mr. Lewis does not take sides either way but gives "at least a fair break" to the isolationist. He said he thought Mr. Lewis was "an excellent commentator", and Senator Wheeler observed that he (Lewis) "has been cussed out by the New Deal".

Getting back to the hearing topic, Mr. Weber disputed contentions that "fly-by-night" networks and brokerage concerns would enter radio if the rules were invoked. He said that network service involves something more than mere provision of commercials and that there must be technical, production, announcing and engineering staffs as well as the provision of sustaining program. Sustaining service, he pointed out, has been "a source of income" to NBC and CBS. Moreover, he described it as the best way of building up sustainings for future sponsorship. He held that networks do not make the stations but that the development is reciprocal.

### *Fairness of Line Charges Is Discussed*

Answering Senator Wheeler, he said that unless a network provides well-rounded service, other networks will develop. He said advertising agencies would not be disposed to set up networks, since wire lines are expensive and no single agency would have sufficient business to justify a network operation. He contended this was so, in answer to Senator Wheeler, even if an agency had a half-dozen of the leading sponsors.

Wire lines, he pointed out, cost $8 per mile per month. Moreover there would have to be production, merchandising, engineering and the other ramified network service.

A discussion of the reasonableness of AT&T line charges was precipitated by Senator Clark. Mr. Weber pointed out that loops and connections also constitute heavy expense, with the connection cost averaging $175 per month, irrespective of how often it may be used.

Senator Clark said that while he had no knowledge of the basis of these charges, it appeared to him that the line costs were prohibitive insofar as service to remote areas is concerned. He suggested that the FCC might look into these charges to ascertain whether they are out of line.

Mr. Weber said that some reductions in line charges had been effected and that the AT&T states that the costs would be higher for the small communities if the income from the larger markets did not result in the average costs established. Senator Wheeler joined in the view that the FCC should look into these matters, declaring that

while the charges might be justified for larger stations, they certainly appear out of line for smaller ones.

### *Canadian Angle Is Cited by Weber*

MBS wound up its presentation at the Thursday, June 12, session during which Alfred J. McCosker, chairman of the board of the network and president of WOR, summed up that network's position in support of the FCC regulations and in opposition to favorable Senate action on the White Resolution.

The committee, with only a half-dozen members sitting, also heard the opening portion of the testimony of FCC Commissioner T. A. M. Craven, first witness in opposition to the FCC rules and one of the two FCC members to vote against them.

Messrs. Caldwell and Weber resumed the stand at the outset of the session. Mr. Weber recapitulated his testimony of the preceding two days and also placed in the record exhibits showing that there are 43 cities of 50,000 population or greater in which MBS has no outlet. He pinned responsibility on the present NBC and CBS exclusive contracts.

Seeking rejection of the White Resolution, Mr. Weber said that the proposed regulations will have an effect internationally. Canada, he said, is awaiting the change in the existing rules so it can alter its network requirements. As an example, he cited the situation in Toronto, where he said three stations are on NBC and one on CBS, with the result that Mutual does not have an outlet.

When Mr. Weber testified he felt the new rules would encourage competition in network broadcasting, Chairman Wheeler agreed it would be beneficial to "put them on their toes". Mr. Weber declared that under the regulations, stations can continue to do business with a single network if they choose, but it gives them the opportunity to use other networks.

Refuting contentions that chaos would be caused among advertisers and that listeners would be confused, Mr. Weber said these claims had been disproved in actual practice. Opposition of some stations to the regulations, Mr. Weber asserted in response to Senator Wheeler, can be attributed largely to a "misunderstanding" of the rules, and he said that most of it came from the "so-called well-fed affiliates".

Senator White asked Mr. Weber if he would agree, whether justified or not and without regard to how they made up their minds, "that a great majority of the stations in the United States are fearful about these regulations and are opposed to them as they stand". Mr. Weber declined to give a yes or no answer during a rather heated colloquy. He said he did not believe the majority of stations had expressed themselves.

Mr. Weber said he believed the regulations would result in a continuance of operation largely on the same basis as today. Most stations, he predicted, will continue to affiliate with one network in cities where there are an adequate number of outlets. The one big difference, he said, will be that those stations not now receiving substantial commercials from existing networks can look to "a supplementary source of programs and revenue" and render an additional service. He predicted it would be unlikely that any station would want to take more than two network services, primarily because of line costs.

In concluding his presentation, Mr. Caldwell said the record at the FCC on the monopoly hearing is clear on the point that many network affiliated stations are not satisfied with their major network contracts. He quoted testimony of Samuel R. Rosenbaum, WFIL, Philadelphia, chairman of IRNA, professing dissatisfaction with network requirements. The position taken by IRNA was that the industry should be free to decide these issues, rather than have the Government undertake it.

Mr. Caldwell contended that IRNA not only had accomplished nothing, but apparently had attempted nothing during the two or three years since its formation.

Returning to the network competitive situation, Mr. Caldwell said MBS constitutes only one of several attempts during recent years to set up a new national network but it alone has survived. There were times, he asserted, when it was doubted whether MBS could survive. "If it doesn't, then no one else will get in because of the exclusive contract provisions", he said. If present practices continue, Mr. Caldwell asserted, "it is certain that there won't be any new national networks".

Senator White, however, interpolated that MBS has grown in spite of this and he hadn't been afraid, personally, of MBS going under.

### *McCosker Resents Charges Against MBS*

Mr. McCosker began to read a prepared statement but was interrupted frequently by committee members. He vehemently criticized reports which he said had been circulated that MBS has had the attitude of "wanting to see confusion or impairment of network broadcasting, as has been alleged, simply in the hope of being able to grab something out of the wreckage". He attacked just as strongly other allegations that MBS had in any way fostered or inspired the FCC's investigation and the regulations, declaring he resented it "officially and personally". MBS, he said, "is not a band of recalcitrants and opportunists".

If MBS thought that any of the regulations were likely to be a substantial impediment to successful network broadcasting, "we would be against them", he said. But he added "our whole experience is to the contrary".

Senator Wheeler interposed that it had not come to his attention that any such reports had been circulated. For several years, he said, suggestions had been made, including those by himself, that the Commission should be investigated because of the view that it "was dominated by politics and influences on the outside" and that reports had been heard of "scandals" on the Commission.

He said the committee in the current proceedings did not propose to dig into the "scandal", but that it wanted to ascertain that a job was being done in the public interest and that the networks would do business in a legitimate way.

Senator Wheeler said it is safe to say that the FCC started the inquiry for the purpose of "heading off an investigation of both the Commission and the industry by Congress". He pointed out that resolutions to that end had been introduced in both houses.

### *Voices Faith in Commission's Assurances*

Continuing his statement, Mr. McCosker said he did not infer that the regulations were perfect and agreed that further experience under them may easily develop minor defects which should be cured. Asserting that they represent a result arrived at "slowly, honestly and in good faith", he said they deserved a try-out in equal good faith by the industry, subject to the right to ask the FCC for changes if hardship or injustice results.

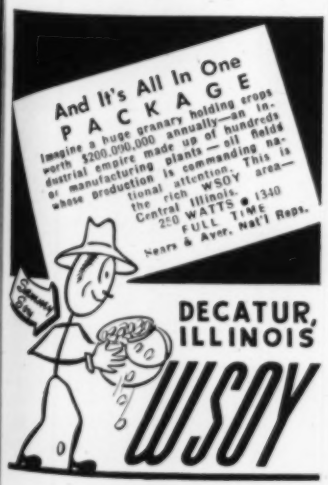
"We are counting on the assurances of Chairman Fly and the rest of the Commission to this end and see no reason to doubt those assurances. We also have faith in his assurances that these regulations are not intended to be, and are not, any step toward Government ownership or what the lawyers call regulation of the common carrier variety, where rates, business policy and management are actually subjected to close control.

"I trust, while willing to adjust details of new regulations, the Commission will never permit the industry to be set back eight or ten years by deviating from its expressed policy of removing trade restraints which Mutual has found by sorry experience to be so stultifying".

Mr. McCosker echoed the views of his counsel, Mr. Caldwell, in predicting that if MBS cannot establish itself as a full-scale network, he did not believe that "anyone will attempt to operate a network under these restrictions". Such an individual would need a guardian rather than a wavelength, he said. He pointed out that MBS, while it has a substantial number of stations, does not have high-powered outlets. Calling this a "synthetic growth" of affiliates, he said that to mention MBS as having 170 affiliates is like "counting the bills in your pocketbook rather than looking at the denominations".

Mr. McCosker said that developments since the FCC hearing have only served to confirm "the wisdom of the Commission" in initiating the proceedings and in arriving at the conclusions in the report. He said he was not exaggerating when he expressed the view that competition in network broadcast-

**VERY MUCH A FATHER** on Father's Day was Warren Sweeney, CBS newscaster, surrounded by his six qualifications for paternal bliss. In the foreground 4-year-old Lynne tugs off daddy's shoes as Jean Ann, 9, watches. Others of the Sweeney brood are (l to r), Michael, 6; Paul, 16 months; Patricia, 5; and Mary Eileen, 7.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ing is at stake. If the regulations are not made effective, "it is not reasonable to expect that any other group will attempt to project or operate a national network", he said.

### *Wheeler Reminds FCC Is Arm of Congress*

Contending that full opportunity was given all parties during the hearings to present their cases and that ample warning had been given of the issues, Mr. McCosker said that if, after having been so thorough and fair on an important subject and after having "courageously decided" many of the controversial issues, "the Commission is to be subjected to a barrage of personal charges, misleading generalities and unfounded criticisms, how is it to be expected that this Commission or any other commission will again have the courage to deal constructively with such a subject?"

Describing the Commission as an "expert body", Mr. McCosker said he felt sure the committee did not want the Commission, in deciding every issue before it, "to pause continuously wondering how the members of this committee individually feel about the issue".

Chairman Wheeler interrupted that he did not like to have the Commission "continually wonder how the executive branch will feel about it either". He said that independent agencies are an arm of Congress, but that after they are created they are soon prone to forget it because members owe their appointments to the Chief Executive. They become "subservient either to the industry or to the administrative branch", he said. "We want them to do a good job and do it impartially. If they do a good job, we should not bring them up here".

### *McCosker Attacks NAB and Miller*

Senator White, however, said this was the first time in five years that Congress had gone into the radio law. In spite of that, he had proposed several times, and Chairman Wheeler had joined him, in urging a Congressional investigation. Chairman Wheeler said he thought it was the duty of Congress to inquire into the activities of administrative agencies when "there are flagrant abuses".

A sharp attack upon the NAB and its president, Neville Miller, was loosed by Mr. McCosker. He told the committee that when Mr. Miller appears as a witness, he may be in a position to speak for "some elements" of the industry, but not all. He pointed out that three principal stockholders of MBS and some others connected with MBS have resigned from the NAB because, among other things, its president, "purporting to speak in behalf of the industry inclusively, engaged in public denunciation of the Commission and its report".

After reading into the record an exchange of letters with Mr. Miller during early May as well as during the NAB convention in St. Louis May 12-15, he said that WOR, WGN and Don Lee resigned from the NAB because it was clear that the association "is no longer representative of the entire industry". He quoted from his May 13 letter of resignation, in which he made that observation, plus the conclusion that Mr. Miller had taken a position in various matters "adverse to our interests and in favor of those of others".

The NAB Board at the time, Mr. McCosker said, consisted of 26 members, 3 of whom represented the major network companies, with one representing Mutual, and a majority of the other members being representatives of affiliates of NBC and CBS.

Calling for disapproval of the resolution, on the ground that it would result in indefinite postponement of the regulations, Mr. McCosker said that he doubted whether there would have been any "hue and cry" from the networks or the industry if the particular regulations had been invoked one by one. MBS has lived under unfavorable competitive conditions, he said, and while it has not flourished, it has made progress despite these restrictions. He said he was convinced that the regulations, in actual practice, would not prove drastic and that MBS, instead of being criticized, later on will be congratulated for its position.

In conclusion, Mr. McCosker predicted that during the next two or three years a "truly American system of broadcasting" would develop under the rules, and that competition would be restored and harmony would return in the industry.

### Free for Soldiers

WOR, New York, joins CBS in establishing a policy of free admission to all broadcasts for men in the service. Reducing the ticket problem to its simplest denomination, Harry Miller, supervisor of the WOR-Mutual Playhouse on Times Square, has announced, "A man's uniform will serve as his ticket".

### *Craven Says Main Issue Is Jurisdiction*

Just 15 minutes before the committee adjourned Thursday, Commissioner Craven took the stand. To clear the record, Senator White said he had requested that the committee call Commissioner Craven because he thought it should have the benefit of the minority Commission views.

Commissioner Craven said he did not desire to appear and emphasized there were no personal differences with the majority involved in the monopoly proceedings. He said he and his colleague, Governor Case, felt the majority was "honest and sincere" but that their conclusions were wrong.

Reading a prepared statement, Commissioner Craven said the minority is not crusading on behalf of its views and that the matter of the White Resolution was one solely for the Senate to determine. The FCC, he said, is but an agency of Congress and should not attempt to tell Congress what it should do. He said that personally he would welcome an investigation.

The real issues between the majority and the minority on the FCC, Commissioner Craven said, surrounded the question of jurisdiction. He said the minority felt that the majority had "usurped power" in adopting the regulations. Agreeing there are abuses in radio which need correction, Commissioner Craven declared he felt there should be at least four independent networks, each operating in "stern competition", inferring that he thought NBC should divest itself of one of its networks. But he added he did not believe that monopoly exists in broadcasting.

Branding the majority conclusions as "destructive, rather than constructive", Comdr. Craven said he believed the majority had overemphasized one phase of the problem—relating to purported monopoly—and that in so doing it had usurped power belonging elsewhere. The majority had "failed to weigh all factors" in adopting the regulations, which he said meant that within 90 days stations must conform or face the penalty of losing their licenses.

"The minority believes that the majority has usurped power not delegated to it by the Congress", Comdr. Craven said. "The minority believes that Congress did not intend to concentrate such powers in the broadcaster or in the Commission". In this connection, he cited the Supreme Court opinion in the Sanders case as limiting the FCC's powers and as precluding any authorization over business aspects of broadcasting save those specifically mentioned in the Act, such as lotteries.

### *Wheeler and White Join Colloquy*

Senator Wheeler interrupted the former Naval officer to ask him about his views on exclusive contracts and whether the FCC had jurisdiction to deal with them. Commissioner Craven said that such matters should be treated in specific instances under the Commission's function, on renewals of licenses, to review past performances of stations. Under the rules, however, he said, the Commission is "finding them guilty of violation of the anti-trust statutes".

Senator Wheeler disputed this, declaring that if a network ties up all the time of a station, he believed the Commission had the right to say that it was not in the public interest and that actually a transfer of control thereby would take place. He insisted that if the Commission has the power to take such matters into account in individual cases, it has the power on a blanket basis.

Senator White, however, agreed with Comdr. Craven's view, asserting that the Commission, in its rules, "put the cart before the horse" by going into things not specified in the Act. The Act gives the Commission authority to revoke licenses only after a final adjudication of guilt on monopoly grounds, he said.

### *White Says Power Not Given by Congress*

The trouble with the Commission, Senator White asserted, is that it has undertaken to define what it regards as monopoly in broadcasting, and then has proceeded to determine whether the principals are guilty of monopoly. The Commission has "reversed this thing", he charged, without any safeguards, by using the broad public interest clause.

Senator Brooks, held there was a difference in setting up regulations declaring that all stations shall not do certain things, particularly since the regulations would apply with equal force to all concerned.

Senator White said Congress did not presume to give the Commission such rights. It was never

SOMETHING NEW in remote broadcasts resulted when WKY, Oklahoma City, accepted an invitation to publicize the new man-made Lake of the Cherokees. Created by the new Grand River Dam, the lake is 65 miles long and as much as 8 miles wide. Main channel averages 120 feet in depth, and at the mid-lake point selected for the broadcast, the water is 400 feet deep. Carefully WKY backed its mobile transmitter onto a big construction barge, lashed it down. Then the car and crew were towed 20 miles to the broadcast site by a tugboat. Finally, five miles from shore, Charlie Inglis, WKY sportscaster, voiced a running account of the trip and described the new water wonderland.

the mind of Congress and it is not up to the legislative branch to define monopoly, he held. He reiterated previous views that he would like to see new legislation declaring in specific terms what the Commission can do on chain broadcasting.

Answering Senator Tobey, Commissioner Craven said he thought the Commission should have made legislative recommendations to Congress, rather than adopt the drastic regulations. Two courses were open, he said. One was to ask Congress for the power, and the other, if the anti-trust statutes were affected, to refer the matter to the Department of Justice.

### *Backdoor Method Criticized by Craven*

Comdr. Craven made a strong plea that Congress tell the FCC in the form of new legislation precisely what authority it has over business aspects of broadcasting. The committee listened raptly to his strongly expressed views and it was evident he made a favorable impression, and succeeded in exploding many of the notions advanced by previous witnesses in favor of the rules.

"We cannot believe Congress intended to give this Commission such broad powers," he stated. Referring to a recent address by Senator Wheeler during the lease-lend debate, he quoted the committee chairman as having said that the FCC "has put constructions upon that law (FCC Act) which were never intended by Congress". Chairman Wheeler said he still believed it.

Asserting the FCC should use its license renewal review powers rather than "usurp" functions not given it, Comdr. Craven declared the Commission cannot undertake to use the "back door when we are forbidden to do it by the front door". He relied heavily upon the Supreme Court decision in the Sanders case, as curbing the FCC's authority to invade business practices of stations.

Disputing the view of Senator Wheeler that the FCC has the power to determine what constitutes a monopoly, Commissioner Craven said he thought the regulations far transcended any authorization given the Commission. If a monopoly exists, it is because the FCC licensed it, he said. He added he thought the Commission, after a final monopoly determination in the courts, should give the parties ample opportunity to dispose of any properties affected on a fair basis.

### *Believes Congress Should Fix Policy*

Because there is serious difference of opinion as to the FCC's jurisdiction among the Commission, Congress, lawyers on the FCC and outside practitioners, he thought the matter should be referred to Congress for "a clear determination of our power and an unequivocal standard of public policy". When Senator Wheeler suggested that the industry could go to the courts to decide the issue, Commissioner Craven said he saw nothing wrong with that procedure, and he felt it was a "pity that the industry hasn't the courage to test it".

Commissioner Craven predicted that application of the rules would not only increase the inequalities between the small and large stations, with "the rich getting richer and the poor getting poorer", but that the changes would "result in the destruction" of the present national program distribution system and the substitution of a new kind of system which the majority did not visualize.

He pointed out that the original draft of what is now the majority report contained the statement that with the elimination of option time provisions, outlets would be free to acept or reject each program as it is offered and that any contracts between network and outlet would in effect be made for "each program series". The Commission said in this original report that it could not determine the competitive effect of such provisions or how they would work out in actual practice, and that they would have to be examined later in the light of developments.

This statement, Commissioner Craven said, was eliminated in the final draft. He said there had never been a satisfactory explanation by any of the majority as to how the proposals would work out in practice. Regulation in disregard of economic laws, Commissioner Craven declared, "may foster a situation in which competition among competently managed networks will be replaced by an unwholesome conglomeration of local monopolies in the various towns and cities of the nation". He said the incentive would be removed for origination of sustaining programs and that the American broadcasting system would be plunged from the "known of good service to the unknown in which all the consequences cannot be foreseen".

### *Points to 'Violent' Differences of Opinion*

It is no exaggeration, he declared, to predict that the rules, instead of resulting in free competition, would more likely create "anarchy or a kind of business chaos in which the service to the public would suffer". Asserting the minority recognized that abuses exist which should be corrected, he said that he and Governor Case could not accept the philosophy which advocates a slogan of competition merely for the sake of competition.

"Inasmuch as there are such violent differences of opinion and since there is real doubt of the Commission's power in the premises, we see no harm in asking Congress, the only final authority to initiate basic policies in matters of this kind, to settle the issue. The time has come for constructive and dispassionate examination of principles as well as authoritative expressions of public policy in order to stabilize broadcasting.

"Congress has the confidence of the people and has not only the power, but likewise the necesary wisdom to set a logical course for the future of broadcasting. For my part, a clarification of the Communications Act of 1934 would be tremendously helpful to me in carrying out my duties as a member of the Communications Commission, which, after all, is merely an agency of the Congress."

Answering Senator Tobey, Commissioner Craven said he saw nothing wrong with a seven-man Commission if it "follows the law". Senator White, who has new legislation in draft form calling for a three-man Commission, observed he had no objection to a seven-man agency if he could "pick the men".

### *Equal Time Issue Arouses Concern*

Senator Clark reopened the question of equality of time on public issues, aside from the political section of the Act requiring that equal time be given political candidates for public offices. Commissioner Craven said he knew of the complaints and would advance a recommendation that Congress extend the principle of Section 315, on political broadcasts, to other controversial issues.

He pointed out that this subject has arisen in Commission meetings, with strong sentiment for certain kinds of censorship.

There appeared to be unanimity among committee members that Section 315 should be extended. One

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ALBERS BROS. MILLING Co., Seattle (flour), on July 1 starts for 13 weeks sponsoring *Kaltenborn Edits the News* on 11 NBC Pacific and North Mountain-Red network stations (KFI KPO KGW KOMO KHQ KMJ KDYL KSEI KTFI KIDO KGHL) Tuesday, Thursday, Saturday, 3:45-4 p.m. (PST). Commercials for quarter-hour news commentary which originates from New York for Pure Oil Co., Chicago (Purol gas), on 37 NBC Eastern-Red stations, will be cut in from KOA, Denver. Erwin, Wasey & Co., Seattle, has the account.


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XUM

of the highlights of the hearings developed when Senator Clark asked Commissioner Craven whether he thought the existing law should be rewritten. He pointed out that the White Resolution called only for a review.

He asked whether Commissioner Craven thought it desirable to hold the White Resolution in abeyance while Congress immediately considers a bill looking toward hearings and writing of a new law, with "reasonable studies" granted by the FCC. Commissioner Craven said he thought such a move would be helpful but that it was within the province of Congress and not of the FCC to determine its legislative course.

Senator Clark said he thought the whole matter should be approached from a broader aspect than contemplated under the resolution and that if the law should be revised, the matter of controversial broadcasts should be taken up. He suggested that since there appeared to be "a dull summer ahead" a Senate subcommittee could go to work on a bill looking toward revision of the law and not unduly hold up the regulations.

### 'Blitzkrieg' Tactics In Adoption of Rules

Senator White said he had a draft bill prepared but introduced the resolution because he saw no immediate prospect of legislation. He declared the situation provoked by the FCC's rules was one that made it highly desirable that Congress hold up the regulations to write a new law.

He declared the chairman should suggest to the FCC that it hold up the regulations until Congress has a reasonable chance to consider legislation. "I think the whole problem would be solved then," he said, in urging Senator Clark to "work on the chairman".

Commissioner Craven told the committee how the new rules were "blitzkrieged" through the FCC. He said the rules were received about 18 hours before the meeting at which the final vote was taken and that he was sick at the time. Declaring the rules went beyond the ideas contained in the report, he said there had been "no real discussion of the rules", whereas he felt on a matter of such importance the Commission should have gone over every word and all of the punctuation.

Commissioner Craven expressed surprise" over some of the interpretations given the rules by Chairman Fly during his four days of testimony. He said he believed most members of the majority "do not know what the rules mean" and that at least one member (Thompson) felt the time-option ban would create an impossible situation. He said it was an awkward situation when a group of men without industry experience tell broadcasters how to run their business.

Commissioner Craven referred to the super-power situation of several years ago as analogous to the position now taken by the FCC majority.

He said he favored super-power as an engineer because he felt it would provide needed service to under-served rural areas, but that when balanced against social and economic factors, he voted against superpower, feeling that the coverage advantages were outweighed by these other considerations.

### Asserts Rules Would Foster Monopoly

The same concept holds under the monopoly regulations, he declared, because rather than make for free competition, the rules would "foster a series of monopolies". There can't be both decentralization and centralization at the same time, he said.

Senator Tobey read the text of Order No. 37, which authorized the FCC to conduct the monopoly inquiry, calling attention to the fact that it was "strongly worded" and that Commissioner Craven had voted for it.

The witness said he voted for the resolution on the theory that the FCC has the power to "study and investigate" but not the power to enforce regulations when they contravene the law. Recommendations should have been made to Congress or the monopoly matter turned over to the Department of Justice, he said. He said he thought the regulations were beyond the scope of the order.

Senator Wheeler agreed the Commission should not usurp power, but in his view the question was whether it actually exceeded its authority in adopting the rules. He agreed the law is not entirely clear and there is confusion as to what the Commission has the right to do under the statute.

He said he thought there was a question as to the Commission's authority but the committee was confronted with the dilemma of determining whether Congress should go ahead with new legislation and hold up the regulations until a new law is passed. It may be "several sessions" before Congress can complete the job, he declared.

### Best Stations Would Get Advertising

Commissioner Craven said he thought Congress should "think twice" before it gives the FCC the power to control a medium of public expression such as radio. The question of censorship repeatedly has been discussed, he said, and he felt Congress should specify the bounds within which the FCC should operate.

Elaborating on previous views on business aspects of broadcasting under the rules, Commissioner Craven predicted that advertising inevitably would gravitate to the best stations in each market. He agreed with Senator Wheeler that the networks should be encouraged to give better deals to smaller stations, since local self-expression must be preserved.

Senator Wheeler felt this service should not be forced by law but cooperatively, taking into account the question of reduction of telephone line charges.

Commissioner Craven said the FCC had not made an adequate canvass of the long-line rate structure, though it has the power to regulate the AT&T. He agreed the Commission should do more to remedy this situation and concurred in the view that the best result might be procured if the networks, AT&T and the FCC sat around the table. Senator Wheeler advocated "a little pressure on this".

### Recalls MBS Fear Of Transcontinental

Revision of present requirements barring point-to-point shortwave facilities for network relays was advocated by Commissioner Craven as one possible solution to the long-line rate problem.

Sharply disagreeing with MBS, he recalled that several years ago a high official of that network came to him to protest the threat of the Elliott Roosevelt-headed Transcontinental Broadcasting System, which allegedly was "raiding MBS affiliates". He said he took the position that MBS had nothing to fear because the "raider" did not have broadcast experience and that stations which defected would return to MBS. MBS then went after exclusive contracts, he said.

Even the majority, Commissioner Craven declared, held in its report that the MBS operation could not completely solve the problem, and it recognized that fundamentally MBS is the same as the other networks. He described MBS as being "just a little hungrier because of its late arrival at the feast". He added that he always felt that the powerful owners of the MBS key stations were capable of taking care of themselves.

Commissioner Craven did not think the new rules would help MBS in the long run; that it would mean something to the owners but not the smaller stations. He again alluded to the superpower principle and brought out that Mr. Caldwell advocated superpower on the one hand as not constituting a monopoly, but took a diametrically opposite view in connection with the current rules.

He said smaller stations on MBS would "go out the window", since the advertisers obviously would buy the best outlets in the major markets. MBS, he said, "wants to go to any station whose time is not sold. Advertisers will want to go to the best stations, too."

### Compliance Based on Fear of Reprisal

Senator Clark said he was impressed by these arguments and wanted to hear more about the working effect. Commissioner Craven said promptly that the rules would not function in the manner outlined by Chairman Fly and MBS. The rules, he said, "force compliance through fear of reprisal". They also would give the chain companies "a whip hand over affiliates", he declared. He said the effect of the rules would be to emphasize commercial programs at the expense of public service features.

Declaring he had always advocated as many national networks as the traffic will bear, plus healthy development of regional networks, he predicted the rules will have an opposite effect. He reiterated his views of the preceding day that there should be at least four national networks in stern competition, developed on a sound economic basis and made up of independent stations.

Pointing out that under existing standard broadcast allocations horizontally competitive service cannot be afforded, he said such a development might be possible with FM. Under the present structure, he felt station licensees should have a greater voice in the formulation of the policy of the networks. Affiliates perhaps should have representation on the boards of the networks, he said.

## Dress Bureau Plans

NEW YORK DRESS INSTITUTE, recently organized in a joint effort by the New York dress manufacturers and the International Ladies' Garment Workers to establish the city as a style center, has set up offices at 1450 Broadway and will act shortly on advertising plans submitted by its agency, J. Walter Thompson Co., New York. The Institute has mapped a campaign to raise $1,500,000 a year for the next three years to be expended for national advertising to promote New York made dresses. Media research conducted by the agency is said to include radio.

## MacGregor to C-P-P

GEORGE P. MacGREGOR, formerly an account executive of Compton Adv., New York, has joined Colgate-Palmolive-Peet Co., Jersey City, as advertising manager for Colgate dental cream, Cashmere Bouquet soap and toiletries, and Vel according to Hugh McKay, C-P-P advertising director. Advertising for Super Suds, Colgate toothpowder and shaving creams, Crystal White soap and Halo shampoo is directed by Savington Crampton, former radio director of the Hollywood office of William Esty & Co. Robert E. Healy continues in charge of advertising for Palmolive soap, shave creams, Octagon soap products, Klex and Cue.

## Rich Heart Test

RICH HEART CHICAGO Co. (Rich Heart flour), approximately July 1 will start a five-weekly quarter-hour test campaign on WMBD, Peoria, Ill., using the transcribed *Jane Arden* series. Contract is for 13 weeks after which it is expected the sponsor will place this show on a national spot basis. Newly-appointed agency is Lane, Benson & McClure, Chicago.

## Urges 5-Year Census

MOVING to expedite the supplementary survey activities of the Census Bureau, at the same time clearing the decks for a comprehensive census study of defense industry, Senator Bailey (D-N.C.), chairman of the Senate Commerce Committee, last Wednesday introduced a bill (S-1627) providing for a quinquennial census of industry and business, starting in 1943. The five-year census studies in the manufacturing and business fields would be conducted at the same time rather than at two and five-year periods, respectively, as provided under present law. The Bailey measure is strongly backed by the Census Bureau, and speedy action is expected in view of the proposal's indirect defense aspects.

## Plan Grove Shows

FREEMAN KEYES, president of the Russel M. Seeds Co., Chicago, and his assistant, H. J. Richardson Jr., are currently on the Pacific Coast completing arrangements for the *Sherlock Holmes* series, sponsored by Grove Labs., St. Louis (Bromo Quinine), which returns to the air Sept. 28 over NBC Red. While there they will negotiate with talent for a new coast-to-coast show that will eminate from Hollywood this fall. The sponsor or network has not as yet been released.

NO DEBATE resulted when R. W. Dumm (left), director of public affairs of KSFO, San Francisco, presented a medal and plaque to San Francisco State College for winning a series of debates broadcast by KSFO. The award was accepted by Frank Gillio (right), captain of Frisco State's winning team, while Dr. Baxter M. Geeting (center), assistant professor of speech and team coach, registered pleasure.

## Jergens Drama

ANDREW JERGENS Co., Cincinnati (Woodbury's face cream and powder), on July 2 replaces the two quarter-hour programs, *Tony Martin From Hollywood* and *How Did You Meet?* in the Thursday 8-8:30 p.m. period on 66 NBC-Red stations with a half-hour dramatic show, *The Adventures of the Thin Man*. Agency is Lennen & Mitchell, New York.

## Ten-B-Low Spots

TEN-B-LOW Co., Columbus, O. (ice cream mix), recently started a series of 231-weekly one-minute transcribed announcements on 10 stations. Stations being used are WBNS WBZ - WBZA WCAU WCHS WHIO WOKO WOR WSAI WSPD WTAM. Agency is Ralph H. Jones Co., Cincinnati.

DAVE ROSE, musical director of the Don Lee Network, and conductor of two MBS programs, *Adventures in Rhythm* and *California Melodies*, and Judy Garland, movie star, were married June 15.


**TRANSMITTER WANTED**

**1 kilowatt, air cooled, must comply with good engineering standards. Box 550, BROADCASTING.**


# CLASSIFIED *Advertisements*

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

### Help Wanted

**Transmitter Operator**—Experience not necessary. Detail qualifications, age, references, photo and expected starting salary in first letter. WSAV, Savannah, Georgia.

**WANTED**—Combination Announcer-Engineer. Give details in first letter. WAYX, Waycross, Georgia.

**Licensed Operator**—For transmitter and studio. Eastern New York. Gentile. State qualifications. Box 579, BROADCASTING.

**Experienced Announcer**—Specialized in play by play sports, by **five** kilowatt network station in **South.** Box 584, BROADCASTING.

**Two Announcers**—For station in principal market. Must have network station experience. Send recording, experience. Box 586, BROADCASTING.

**Announcer**—With ticket wanted in modern new local. No technical knowledge or experience required but ticket necessary. Box 585, BROADCASTING.

**Wanted**—Announcer for vacation relief. Possible permanent connection. Preferably experienced in copy writing and general studio routine. Write WTBO, Cumberland, Maryland.

**Wanted**—Good announcer with first class license. Southern voice. Handle news, general announcing. Send complete qualifications. Good salary. Mutual Affiliate, KOTN, Pine Bluff, Arkansas.

**Two Salesmen**—To step into a big south-central radio market that is seething with business. Unlimited opportunity for good reliable men who will roll up their sleeves and go to work. Give complete background. Box 587, BROADCASTING.

### Situations Wanted

**First Class Operator**—Desires change. State salary offered. Box 581, BROADCASTING.

**Girl, Single, 26; Experienced**—Programming, continuity writer, mike. Excellent reference. Box 580, BROADCASTING.

**Announcer**—Excellent voice, year's experience, college education, ad-lib ability, congenial and sober, 24 years old, now employed. Box 583, BROADCASTING.

**Control Operator**—Prefer South or West Coast. Now employed in northern regional; 2½ years in broadcasting. Excellent production live or transcribed programs. Licensed. Box 578, BROADCASTING.

**Progressive, Alert Announcer-Producer**—With creative ideas and proven ability, now with network affiliate, desires association with progressive California station. Can double equally well as singer, actor, writer. Box 576, BROADCASTING.

**Operator-Engineer**—Age 32. Draft deferred. Now employed in New England, desires change. Go anywhere. First class Telephone and Telegraph licenses. 3 years experience network stations up to 5KW and 2 years telegraph. Business, maintenance and supervisory experience. Only permanent positions considered. Box 582, BROADCASTING.

**If You Want a Real Salesman**—Who specializes in going after, and getting, hard to get orders . . . who has an outstanding sales record in the national advertising field with fine contacts in leading eastern agencies . . . who's not cheap but neither is his sales volume . . . please write Box 588, BROADCASTING.

# PROFESSIONAL DIRECTORY


**JANSKY & BAILEY**
*An Organization of*
Qualified Radio Engineers
Dedicated to the
*SERVICE OF BROADCASTING*
National Press Bldg., Wash., D. C.

**McNARY & CHAMBERS**
Radio Engineers
National Press Bldg. DI. 1205
Washington, D. C.

There is no substitute for experience
**GLENN D. GILLETT**
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

**PAUL F. GODLEY**
*Consulting Radio Engineer*
Phone: Montclair (N. J.) 2-7859

**JOHN BARRON**
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

**PAGE & DAVIS**
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

**HECTOR R. SKIFTER**
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

**A. EARL CULLUM, JR.**
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

**CLIFFORD YEWDALL**
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

**Frequency Measuring Service**
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N.Y.

Radio Engineering Consultants
Frequency Monitoring
**Commercial Radio Equip. Co.**
Main Office:
7134 Main St.
Kansas City, Mo.
Crossroads of the World
Hollywood, Cal.

**RAYMOND M. WILMOTTE**
Consulting Radio Engineer
*Designer of First Directional Antenna Controlling Interference*
Bowen Bldg. • WASH., D. C. • DI. 7417

**RING & CLARK**
*Consulting Radio Engineers*
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

**Advertise in BROADCASTING for Results!**

# ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

## JUNE 7 TO JUNE 13 INCLUSIVE

## Decisions . . .

**JUNE 10**

**NEW, Capitol Broadcasting Co. Inc., Schenectady**—Granted CP new STL (studio transmitter link) station 331,000 kc not in excess of 50 w FM emission with maximum swing of 200 kc.

**KVIC, Victoria, Tex.**—Granted consent to transfer 100% control from Fred W. Bowen, Charles C. Shea and Walter T. Martin to Morris Roberts for consideration of $42,500.

**NEW, Star-Times Publishing Co., St. Louis**—Application new FM station placed in pending file under order No. 79.

**KEVR, Seattle**—Granted petition for reconsideration and grant CP for change to 1090 kc increase to 250 w unl., new equipment.

**NEW, Tri-State Broadcasting Co., Wheeling, W. Va.**—Dismissed without prejudice on applicant's request application for new station 1450 kc 100 w unl.

**WFNC, Fayetteville, N. C.**—Granted petition to reconsider and grant consent to assign license from W. C. Ewing and Harry Layman to W. C. Ewing and T. K. Weyher.

**KGU, Honolulu, T. H.**—Granted petition to intervene in July 28 hearing on application of Hawaiian Broadcasting System Ltd. for CP new station.

**JUNE 13**

**MISCELLANEOUS—WREN, Lawrence, Kan.**, granted motion amend application to 1060 kc 50 kw and remove from hearing docket; **KDRO, Sedalia, Mo.**, granted motion continue hearing to 8-25-41 for CP 800 kc 1 kw D; **NEW, The Evening News Press Inc., Port Angeles, Wash.**, granted petition amend application to 1500 kc 100 w N 250 w D; **KORN, Freemont, Neb.**, granted request to withdraw without prejudice application transfer control to John F. Palmquist and Paul Boyer; **KONB, Omaha, Neb.**, application transfer control to Ross C., William W. and Blaine Glasman dismissed, request withdrawal without prejudice denied.

## Applications . . .

**JUNE 10**

**WMVA, Martinsville, Va.**—Voluntary assignment license to Martinsville Broadcasting Co. (incorrectly listed in the June 2 issue).

**WRNL, Richmond, Va.**—CP new transmitter directional for night use and increase power to 5 kw, amended to 910 kc.

**NEW, Fairfield Broadcasting Corp., Lancaster, Pa.**—CP new station amended to 880 kc 1 kw and change financial setup.

## Tentative Calendar . . .

**JUNE 16**

**WHB, Kansas City**—CP change to 710 kc 5 kw unl. directional.

**WTCN, Minneapolis**—CP change to 710 kc 10 kw unl. directional N.

**JUNE 20**

**WOOD, Grand Rapids, Mich.**—Voluntary assignment of license from King-Trendle Broadcasting Corp. to WOOD Broadcasting Corp.

**JUNE 25**

Investigation in connection with newspaper ownership in radio under Order No. 79.

**JULY 7**

**KWTO, Springfield, Mo.**—CP 560 kc 1 kw N 5 kw D directional N.

**NEW, High Point Broadcasting Co., High Point, N. C. and NEW, Ralph L. Lewis, Greensboro, N. C.**—Consolidated hearing on CP 1370 kc 100 w unl.

**JULY 16**

(consolidated hearing)

**NEW, Mid-American Broadcasting Corp., Louisville**—CP new station 1080 kc 1 kw N 5 kw D.

**JULY 24**

**WIBG, Glenside, Pa.**—License renewal.

**JULY 28**

**KMA, Shenandoah, Ia.**—License renewal.

**NEW, Hawaiian Broadcasting System, Honolulu**—CP new station 1340 kc 250 w unl.

TRANSMITTER STAFF of WOR, New York, demonstrated their abilities as chefs, teachers and ball players June 7 when they were hosts to nearly 50 members of the WOR staff at the station's 50,000-watt transmitter in Carteret, N. J. J. R. Poppele, WOR chief engineer (extreme left), conducted the guests on a tour of the transmitter, after which the visitors trounced their engineering hosts at soft ball.

### WOR All-Night Plans

WOR, New York, will start its Tuesday through Saturday all-night operation on June 17, the new period from 2-2:30 a.m. to be called "Moonlight Saving Time" [BROADCASTING, June 9]. With news as the base, there will be five-minute AP or UP news every hour on the hour, with bulletins on the half-hour, a five-minute "sports extra" and ten minutes of BBC news. Program features include a rebroadcast of the *Here's Morgan* program recorded from his sustaining show fed to MBS, and requests for records as sent in on both Postal and Western Union tickers.

**AUGUST 25**

(consolidated hearing)

**KFJM, Grand Forks, N. D.**—Renewal and modification of license to operate specified hours 3 to 5 p.m. daily.

**NEW, Dalton LeMasurier, Grand Forks, N. D.**—CP 1440 kc 500 w N 1 kw D specified hours.

### Join Blue Network

WHMA, Anniston, Ala., has joined NBC-Blue Southern Group as a bonus outlet and on June 21 WINC, Winchester, Va., will become a bonus station on the Basic Blue. Both stations operate fulltime with 250 watts, WHMA on 1450 kc. and WINC on 1400 kc. Cut-in announcement rates for each station are $6 per evening program and $3 per daytime program. WISH, Indianapolis, will not join the Basic Blue until July 1, because of delays in the installation of its equipment.

### Pillsbury Returns

PILLSBURY FLOUR Co., Minneapolis, out of network radio for several years, early in September will start a 10-10:15 a.m. program, to be heard Thursday through Sundays on NBC-Blue. No further details have been released. McCann-Erickson, Minneapolis, handles the account.

THIS CURVE DOUBLES THE STRENGTH OF ANTENNA STRUCTURE INSULATORS
LAPP
The compression cone, of electrical porcelain, is proved in service as the most satisfactory design to carry the mechanical and electrical loads imposed on antenna structure insulators. And by curving the sides, Lapp engineers doubled the strength of this "teacup to hold a million pounds." In 20 years, no antenna structure has ever failed because of the failure of a Lapp porcelain part.
Specify LAPP
FOR SECURITY IN
ANTENNA STRUCTURE INSULATORS


## Network Accounts

All time EDST unless otherwise indicated.

### New Business

ALBERS BROS. MILLING Co., Seattle (flour), on July 1 starts for 13 weeks *Kaltenborn Edits the News* on 11 NBC Pacific and North Mountain-Red network stations, Tues., Thurs., Sat., 3:45-4 p.m. (PST). Agency: Erwin, Wasey & Co., Seattle.

GILLETTE SAFETY RAZOR Co. of Canada Ltd., Montreal, on June 18 starts *20th Century Boxing Events* on 26 Canadian Broadcasting Corp. stations, Wed. 10 p.m. Agency: Maxon Inc., New York.

### Renewal Accounts

WM. WRIGLEY JR. Co., Chicago (chewing gum), on July 1 renews for 13 weeks *Melody Ranch* on 69 CBS stations, Sun., 6:30-6:55 p.m. (EDST). Agency: J. Walter Thompson Co., Chicago.

LEVER BROS. Co., Cambridge (Lifebuoy soap), on June 27 renews *Hollywood Premiere* on 71 CBS stations, Fri., 10-10:30 p.m. Agency: William Esty & Co., N. Y.

PETER PAUL Inc., Oakland (candy, gum), on July 16 renews *Bob Garred Reporting* on 4 CBS Pacific stations (KNX KARM KSFO KIRO) with KOIN to be added in September, Mon., Wed., Fri., 4:45-4:55 p.m. (PST). Agency: Brisacher, Davis & Staff, San Francisco.

P. LORILLARD Co., New York (Beechnut Cigarettes), on July 6 renews *Don't Be Personal* on 6 CBS Pacific Coast stations, Sun., 8:30-9 p.m. Agency: Lennen & Mitchell, N. Y.

### New Turner Mike

TURNER Co., Cedar Rapids, Ia., has announced the addition of a new cardioid to its line of microphones. The Turner cardioid uses a two-element generator to obtain cardioid characteristics; it consists of a ribbon velocity element and a dynamic pressure element, combined through a specially designed transformer network that properly mixes the two elements to obtain high sensitivity to sounds originating in front of the microphone, and extremely low sensitivity to sounds originating to the rear of the mike.

AN INTENSIVE nationwide program of spot announcements is scheduled to introduce the new Philco line. Sayre M. Ramsdell, vice-president in charge of public relations, discussed the drive at the annual convention at Atlantic City, addressing 1,000 Philco distributors and dealers assembled there.

## Network Program Setup Is Realigned by Colgate

COLGATE - PALMOLIVE - PEET Co., Jersey City, which on July 5 shifts from Thursday to Saturday evening the 8-8:55 period on CBS occupied by *Spotlight* (Colgate dental cream), and *City Desk* (Palmolive shave cream), will replace the former program with Guy Lombardo's orchestra according to present plans on Aug. 2 instead of July 5, as originally scheduled [BROADCASTING, June 9]. *Spotlight* has been extended for four weeks and will leave the air July 26.

Guy Lombardo, currently sponsored by Lady Esther, Chicago, on CBS, Mondays, 10-10:30 p.m., will be discontinued by that sponsor on July 28. Lady Esther is considering a musical show as a summer replacement, according to Pedlar & Ryan, New York. The C-P-P accounts are directed by Ted Bates Inc., New York.

## Callahan Gets Post

VINCENT F. CALLAHAN, former manager of WBZ-WBZA, Boston-Springfield, has been named chief of the press section for the Treasury's Defense Savings Staff. Mr. Callahan, who already heads the radio section of the bond drive, will have charge of all newspaper and magazine publicity for the bond and stamp drive.


Crystal Specialists Since 1925

**ATTENTION**

BROADCASTERS SUBJECT TO FREQUENCY RE-ALLOCATION

We are at your service to—

1. REGRIND your present crystal to higher new frequency . . . . $17.50
2. NEW CRYSTAL (less holder) . . . . $22.50
3. NEW CRYSTAL fully mounted . $30.00

LOW DRIFT - APPROVED BY FCC

Scientific
**RADIO SERVICE**
124 Jackson Ave.
University Park, Md.


# Philco Spot Drive Hits 400 Stations

### Jingle Discs Are Placed on A Cooperative Schedule

TO INTRODUCE the new 1942 line of Philco radios and radio-phonographs, Sayre M. Ramsdell, Philco vice-president in charge of public relations, has announced that the company is launching the largest advertising and merchandising campaign in its history, with special emphasis on a transcription series on 400 stations throughout the country.

Mr. Ramsdell outlined the intensive program of spot announcements at Philco dealer meetings held recently in Atlantic City and Del Monte, Cal.

The radio campaign, to run on a cooperative basis with dealers and distributors sharing in the cost, will consist of musical jingles ranging from one to two minutes as prepared by Transamerican Broadcasting & Television Corp., under the direction of Murray Grabhorn. Already in progress for the past two weeks, the series will eventually run on 400 stations in groups of 17 different jingles weekly on each station.

Talent includes Erskine Butterfield's orchestra, the Kay Thompson Singers, the Johnsons, the Mitchell Cowboy Group, Hugh Martin Group and Frank Gallup. Commercials promoting the Philco line of radios will be inserted in the middle of the jingles, and local announcers may fill in the last few seconds of the transcriptions with promotion for the dealer or distributor of that local.

Featured in the new Philco line is a series of FM receivers "embodying a new FM system based on an entirely new circuit arrangement developed by Philco engineers." Heart of the system, which makes possible the reception of standard broadcasts, shortwave and FM all from a single dial and a single set of controls, is the XXFM balanced detector tube, developed in the Philco Laboratories. Another exclusive feature is the built-in FM aerial arrangement which operates automatically, "first time in FM history" such an antenna system has been available, Philco states. Philco is said to be the first major receiver manufacturer to bring out an FM line without an Armstrong license, most FM receivers being built under the Armstrong patents.

### Fr. Burk, Ill, Quits Radio

FATHER W. A. BURK, S. J., director of WEW, St. Louis, who has been ordered by his doctors to take a prolonged rest in bed due to heart trouble, has severed his connection with radio and will shortly leave St. Louis. He has advised BROADCASTING that his duties at WEW have been taken over by Nicholas Pagliara, station manager, and he states that he will not return to radio either at WEW or WWL, New Orleans. Both stations are commercially operated by Jesuit institutions, WEW by St. Louis U and WWL by Loyola U.

## Court Dismisses Action Of NBC Against MBS

ACTION brought by NBC against 20th Century Sporting Club, Gillette Safety Razor Co., Boston, and MBS was dismissed June 12 in New York Supreme Court by Judge Lloyd Church, thereby ending the litigation over the broadcast rights to boxing bouts held in Madison Square Garden during the 1941-42 season.

Gillette and MBS signed with 20th Century and Mike Jacobs for the bouts March 18, after which NBC claimed it had made a prior oral contract for the fights. This claim was denied by Mike Jacobs in his answer to NBC's complaint and in testimony given before the trial. A motion was made by the defendants to dismiss the complaint on the grounds that the contract sued upon by NBC violated the statute of frauds as it was not in writing. The motion was granted by Judge Church, who stated that such a contract had to be in writing.

## Stafford to WBZ-WBZA

E. F. STAFFORD, former New York newspaperman and radio script writer, has been appointed publicity manager of Westinghouse Stations WBZ-WBZA, Boston-Springfield. Stafford will also head the publicity department of international shortwave station WBOS, Boston.

## Grove Spot Plans

GROVE LABS., St. Louis (Bromo-Quinine) is completing, through J. Walter Thompson Co., New York, a schedule of spot announcements on an undisclosed number of stations.

## BAUKHAGE HONORED
### Named President of Radio Correspondents

HEADED by Vice-President Wallace and Secretary of the Treasury Morgenthau, more than 100 members and guests attended the second annual dinner of the Radio Correspondents Assn. last Wednesday at Burning Tree Club, near Washington.

Many members of the House and Senate, including Speaker Sam Rayburn, were present to see H. R. Baukhage, NBC Washington correspondent, installed as president, succeeding Albert Warner, CBS Washington reporter. Mr. Warner (left) is shown congratulating Baukhage while Vice-President Wallace looks on.

Entertainment, furnished by NBC and CBS, featured two new Irving Berlin songs "Any Bonds Today" and "Arms for the Love of America", written for the Treasury and the Army Ordnance Department. Mr. Berlin, who was present, sang a verse of his number "God Bless America".


**Bliley**
**CRYSTAL UNITS**

*Engineered Reliability*
*—Guaranteed Accuracy . . .*

BLILEY precision-made Crystal Units are supplied for all frequencies from 20Kc. to 30Mc. Catalog G-12 contains complete information.

**BLILEY ELECTRIC COMPANY**
UNION STATION BUILDING ERIE, PA.

# RMA Will Ask Better Rating To Solve Production Problems

## Motorola Executive Praises FCC Chairman Fly; Signal Corps Official Calls for Speed

DEEPLY INCENSED at the priority rating given the radio industry (now B-7, or 29th in the list of 30 available ratings), the Radio Manufacturers Assn. at its 17th annual convention held June 10-13 in Chicago, unanimously prepared to do everything in its power to work toward not only a better rating but special priority consideration for manufacturers of replacement transmitting and receiving components.

For some time an RMA Priorities Committee, headed by Paul V. Galvin, president of the Galvin Mfg. Corp., Chicago (Motorola), has been functioning. This committee's scope, already wide, will be extended with full cooperation of the industry.

James S. Knowlson, chairman of the board and president of Stewart-Warner Corp., Chicago, was re-elected president of RMA for 1941-42. All other officers were also re-elected with the exception of one vice-president. They include—Bond Geddes, Washington, executive vice-president and general manager; vice-presidents, Paul V. Galvin; Roy Burlew, Ken-Rad Tube & Lamp Corp., Owensboro, Ky; H. E. Osmun, Centralab, Milwaukee; James P. Quam, Quam-Nichols Co., Chicago. The last-named replaced Donald MacGregor of the Webster-Chicago Corp.

### Government—Pro and Con

Only two changes were made in the board of directors, which numbers 24. Ray Cosgrove, of The Crosley Corp., Cincinnati, replaced Powell Crosley Jr., and E. F. McDonald Jr., president of the Zenith Radio Corp., Chicago, was reseated following his reinstatement as a member of the RMA. Last year Mr. McDonald withdrew from this organization, only recently rejoining.

Mr. Knowlson warned manufacturers they are under a cloud of Government disfavor. Radio, he said, has been classified as a "non-essential" industry and "ranked midway between toothpaste and hair tonic."

Mr. Galvin urged that the association try to get radio out of its B-7 luxury classification. Both speakers insisted that radio is a potent weapon of national defense and deserves recognition by the Government as an essential industry.

While Mr. Galvin lashed out at bureaucrats in Washington, Mr. Knowlson paid tribute to the FCC for its cooperation and understanding. He acclaimed James Lawrence Fly, chairman of the FCC, as an "extremely simple-mannered and cultured gentleman" and "a person of acute perception and marked ability". Mr. Knowlson said he expected, but did not find, Mr. Fly to be "a muckraking, flag-waving politician type, who would overwhelm me with cheap patter."

The friendly attitude of the Chairman was reflected, he said, in a telegram to the RMA expressing regret at being unable to be present because of the Senate committee hearings on the monopoly report. He spoke of the high hopes he held for television "not in the distant future, but immediately"; he added that he hoped radio would not have to make new sacrifices for defense but that the industry must be prepared to make them.

Mr. Knowlson congratulated the FCC for giving television the green light, approving the National Television Standards committee recommendations, and added that he expected "television is going to be a service that outrivals radio".

### Use of Substitutes

Government priorities, Mr. Galvin told the RMA, will be the No. 1 problem not only for radio, but for all civilian industries until the present emergency is over. He warned against unbalanced inventories and urged a more serious consideration to substitutes. He demanded that further explorations be made as to the possibility of using steel in condensers and at other points where aluminum is deemed vital.

Mr. Galvin urged appointment of a joint engineering committee in the radio industry to explore substitute materials. The industry, he stated, is in contact with Federal authorities on nickel, zinc, copper, and, very particularly, aluminum. As a result of these contacts, he said, a plan has been worked out to allocate aluminum supplies to the various manufacturers, in which regulation would be conducted by the aluminum administrator's office. This plan is now awaiting the legal approval of the OPM and the Dept. of Justice—a necessary preliminary, he said, "because it calls for very definite inter-industry regulation."

John W. Van Allen, general counsel of RMA, discussing "Legal Problems of National Defense", said many suggestions that had been made to speed national defense orders could not be used because of laws still on the statute books.

### Cooperation Urged

Col. Thomas L. Clark, chief procurement officer of the Signal Corps, in charge of the Chicago office, prophesied that in a year, or thereabouts, the radio industry would be over the peak in its defense deliveries. He suggested that in bidding on defense orders one manufacturer become the prime contractor, allocating to others in company. Further, he urged pooling of engineering resources and warned manufacturers that all but one were behind in deliveries. One company had 2,000 sets ready to go to troops except that no condensers were available, he said, insisting that bottlenecks could be cleared if a greater unity of purpose were manifested.

Drawn for BROADCASTING by Sid Hix

*"Yessir! I'm Old Doc Quiz . . . and if You Answer Every Question Right, You Get a Prize!"*

## Capt. E. D. C. Herne

CAPT. E. D. C. HERNE, 51, news commentator of WGN and MBS as well as NBC, died June 8 in St. Luke's Hospital, Chicago. Born in London, England, and educated at Cambridge, Capt. Herne served as a British flying squadron commander in World War I and later in the war due to severe leg injuries sustained in combat was sent to America as flying instructor. He had become an American citizen and in 1938 joined WGN as commentator. He is survived by a widow, Mrs. Gladys Herne.

## Johnson's Sub

S. C. JOHNSON & Sons, Racine, Wis. (Carnu), has selected the title, *Hap Hazard*, for the new show replacing *Fibber McGee & Molly* on 99 NBC-Red stations effective July 1 [BROADCASTING, June 9]. Ransom Sherman, as the managerial genius of Crestfallen Manor, will be known as Hap Hazard. Billy Mills' orchestra and Edna Odell will supply the musical portion of the program.

## Independent MBS Body Is Dissolved

### Cisler Says Clarification of Issues Reached With Weber

DISSOLUTION of Independent Mutual affiliates, formed in mid-May during the St. Louis NAB Convention, was announced by MBS last Thursday in Washington. The move was revealed in a memorandum sent the preceding day to all MBS affiliates by Steve Cisler, general manager of WGRC, Louisville, and IMA chairman.

The action in disbanding the group, which grew out of dissatisfaction among some MBS affiliates over the network's negotiations with ASCAP, resulted because of insufficient membership and a clarification of affiliation representation on the MBS operating board, according to Mr. Cisler. The clarification was developed in conversations with Fred Weber, MBS general manager, it was stated [BROADCASTING, May 19, 26].

### Little Fault Found

"We also believe that Mutual stockholders were justified in closing a deal with ASCAP for network programs," Mr. Cisler declared in his memorandum, observing that with exception of the music situation, few affiliates had found fault with the MBS method of operation. He pointed out also that two affiliate representatives — Eugene O. Fallon, of KFEL, Denver, and William B. Bolph, of WOL, Washington—sit on the MBS operating board and are available to transmit to the board any requests or recommendations that should come before the stockholders.

"Of course, Fred Weber has always been readily accessible to every Mutual affiliate for discussion of personal affiliation problems that he can help settle," Mr. Cisler continued. "I see no reason why projects affecting MBS could not be taken up through their respective offices, provided Mr. Weber is unable to handle them first."

"WGRC has confidence in Mr. Weber that Mutual will continue to operate along progressive lines," he concluded.

## Brewery on 16

GENERAL BREWING Co., San Francisco, on June 9 started a spot announcement campaign for the summer months on 16 California stations. Thirty-five and 50-word time signals are being used, both day and night, six times weekly. Agency is McCann-Erickson, San Francisco. The station list: KTKC KVEC KHSL KSFO KFSD KFXM KDON KTMS KIEM KERN KWG KMJ KOH KFBK KXO KVCV.

## Junket Spots

CHR. HANSEN Labs., Little Falls, N. Y., is currently running a series of spot announcements on a large list of stations for its Junket Frozen Mix. Agency is Mitchell-Faust Adv. Agency, Chicago.

# "Despatch from Reuters!"

KYW is the only station in America that brings to expectant ears that arresting phrase, "Despatch from Reuters"—words that have heralded world-shaking events for nearly a century.

From Damascus to Rio to Singapore eight thousand Reuters correspondents cover the news of a volcanic world. By short wave and teletype, despatches are flashed directly into the news room of a Philadelphia 50,000 watt station—KYW.

Associated Press, United Press (and Western Union for sports) are KYW's primary sources of spot news. Now with Reuters added, KYW provides coverage unmatched in the Philadelphia area.

*Your* news program in Philadelphia belongs on KYW, the station that gets the news *first* to *your* audience. Write or call the nearest NBC Spot Sales office for complete information.

KYW
PHILADELPHIA
50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc
KDKA KYW WBZ WBZA WOWO WGL WBOS
REPRESENTED NATIONALLY BY NBC SPOT SALES


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